**Timeshare Press Kit**

*This information is for regulatory and consumer advocate users ONLY and should not be included in your press distribution.*

The bottom line of this initiative is to assist you in spreading the word about timeshare exit scams and offering guidance on how to properly exit a timeshare agreement to the benefit of consumers.

**Instructions for Regulatory and Consumer Advocate Users:**

This press kit includes suggested language for introduction, a sample pitch letter, and multiple scripts. Each jurisdiction will be able to edit the verbiage to accommodate their jurisdiction’s need and purpose.

*(You may not edit or modify or alter the words or sound bites of the individuals which are provided in the video handouts as these are prerecorded.)*

It is the intent of this campaign to allow you to modify and adjust the message to match your local jurisdiction, duties and market. As such, this version should be reviewed as suggested verbiage and not as an absolute final or mandated document to be used only as presented in the press kit. Each document can be included in the press kit in either PDF or Microsoft Word versions.

**This kit includes:**

1. Pitch letter to TV stations and/or editors
2. Short scripts with SOT’s and B-Roll (Two Versions)

One version features LaDean Diercoff and the other features Sherrie Mays.

1. A studio script for a live guest (a local timeshare expert or consumer advocate).
2. A hand-out reel of video and interview clips that can be customized into locally produced stories.

Interviews are with:

* Our two timeshare owner exit scam victims – LaDean Dearcoff and Sherrie Mays.
* Officials’ sound bites are from Jason Gamel, President and CEO of the American Resort Development Association (ARDA) and Nick Rhoad, CEO of the Association of Real Estate License Law Officials (ARELLO®) and Gary Isom, consumer advocate and former executive director of the Arkansas Real Estate Commission.

1. Long form material that can be posted on station website.

* Gary Isom’s teleprompter consumer message
* Long form story on exit scams
* Shorter version of exit scam story (Still in production)

Access the materials at <https://www.arello.org/resources/timeshare-consumer-protection/>