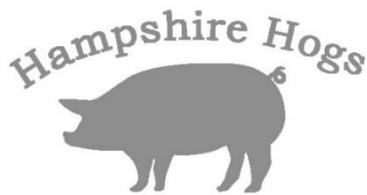


NEWS RELEASE



Bringing Colour Back to Basingstoke

Hampshire Hogs 2021



As we hope to leave difficult times behind, Destination Basingstoke have big plans to bring some colour back to life in Basingstoke in 2021 with a covid-safe art sculpture trail to celebrate Basingstoke's creativity, heritage and beautiful surroundings, it will be called Hampshire Hogs, and Destination Basingstoke is looking for talented local artists to get involved.

Twenty Colourful Hogs, painted with designs from Hampshire artists will be grazing quietly around the town for everyone to discover as a free, family friendly staycation experience for the summer.



The project is being funded mainly from sponsorship with support from Basingstoke and Deane Borough Council. Local businesses are being asked to sign up to adopt a Hog. Absolutely Offices is the main sponsor:

"Absolutely Offices are so pleased to support Destination Basingstoke in bringing some colour back to our lives with their latest initiative of Hampshire Hogs. We loved Sitting With Jane, and still have a BookBench outside one of our serviced offices, Grove House. The Hogs are going to be spectacular and we are looking forward to creating a

new buzz in town this summer", said Beryl Huntingdon Managing Director at Absolutely Offices.

Every aspect of the project is covid-secure – outdoor, open 24/7, and with a special app to help you find and enjoy each Hog without having to touch anything but your own phone. It will be an excuse to get out and about to explore the area and have some much-needed fun. At the end, the Hogs will be auctioned raise funds for local charities that have suffered during the pandemic.

"We are extremely excited about the chance to support Destination Basingstoke by developing their Hampshire Hogs app experience. Now, perhaps more than ever, we feel it is important as a business to give something back to the local community and for local businesses to stick together and support each other. We're proud to be a Basingstoke-based business and being a small part of the great work that Destination Basingstoke do to promote and enrich the local area is an immense honour. We're looking forward to getting our walking boots on and hitting the highways and byways of Basingstoke to do a bit of hog spotting ourselves!" said Thom Gibbons of Apptaura.

Talented local artist, Sian Storey has already painted a mini Hog (pictured), to help illustrate the wealth of possibilities for designs. Look out for Horatio the Hampshire Hoglet as he will be making guest appearances in the town over the coming months. Now local artists of all genres are invited to get involved and come up with designs to paint on the Hogs and Destination Basingstoke are especially keen to hear from new graduate artists.

Leader of Basingstoke and Deane Borough Council Cllr Ken Rhatigan said: ***“We are pleased to be supporting Destination Basingstoke’s Hampshire Hogs art sculpture trail this summer and would encourage businesses to also get involved by adopting a hog.***

“As well as celebrating the borough’s heritage and giving our talented local artists an exciting opportunity to create a one-of-a-kind piece of art, we hope residents of all ages will get out and about and enjoy our beautiful borough by taking part in the trail which will provide a much-needed wellbeing boost as we recover from the pandemic. We are also delighted to support an activity that we hope will bring renewed footfall to our town and in turn provide support for our local businesses.”



Building on the success of the Sitting With Jane Sculpture trail back in 2017 which celebrated our Jane Austen heritage, Destination Basingstoke are blazing this new trail with the Hampshire Hogs. Businesses are being asked to join the project by adopting their own Hog to help fund the project.

“Everyone loved the Sitting With Jane trail, and we have been asked ever since when we will do it again, the time has never been more right for this project, and we believe it can play its part in the recovery after the pandemic, helping local artists, charities and giving anyone a fun activity that won’t get shelved - even if tight local restrictions have to return. After a tough year, we are looking forward to putting on a live event that is at last, immune to corona virus!”, said Felicity Edwards of Destination Basingstoke.

Artists can download the brief for designing a Hampshire Hog from the Destination Basingstoke website and businesses are encouraged to get involved and sponsor their own Hog. For more details on sponsorship or to get a copy of the artists brief visit: www.destinationbasingstoke.co.uk/hampshirehogs

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Hampshire Hogs is a project by Destination Basingstoke, a not-for-profit company that has a programme of major events to showcase the area, including the Basingstoke Half Marathon, the Hampshire OctoberFest and the Inspire Business Awards all demonstrating Basingstoke as a superb quality of life and business.

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