

NEWS RELEASE



Partners Get First Glimpses of Hampshire Hogs



Destination Basingstoke's Hampshire Hogs art sculpture trail of life-sized Hogs for the summer is taking shape, as partners review a spectacular range of designs by local artists.

Absolutely Offices, main sponsors of the project along with project partners and app developers, Apptaura, gathered to see the first Hog that has been painted by local artist Sian Storey, as he enjoyed the sunshine at Absolutely Offices' home in Lychpit, really bringing the project to life.

Destination Basingstoke has been overwhelmed with a wide range of designs from local artists keen to paint a Hog, and Hog sponsors will get their first glimpse of the designs this week.

"It is fantastic see the project come from idea to reality, we were excited to be part of it right from the start and now as we recover from the pandemic it is going to be a wonderful way to get people out and about. I am so glad our faith is paying off and I hope that others will see the potential of Hampshire Hogs. I look forward to seeing all

the Hogs later in the summer – and I can't wait to select a design for my Hog!" said Beryl Huntingdon Managing Director of Absolutely Offices and Director of Destination Basingstoke.

Apptaura are already working on the app that will guide visitors around the trail, making it fun and accessible – as well as covid safe for all.

"The whole team at Apptaura are incredibly excited to be developing the Hampshire Hogs app for Destination Basingstoke. We're proud of our local roots and developing an app to encourage touch-free tourism and encourage local residents back into our town centre is particularly rewarding. We can't wait to get our walking boots on, join in with the Hog spotting and rediscover Basingstoke. Roll on the summer!" Thom Gibbons at Apptaura

The project is also supported by Basingstoke and Deane Borough Council and funded from sponsorship. Leader of Basingstoke and Deane Borough Council Cllr Ken Rhatigan said:

"We are delighted to be supporting Destination Basingstoke's Hampshire Hogs art sculpture trail this summer. Designed and painted by our talented local artists, these one-of-a-kind sculptures will celebrate the borough's heritage and bring a splash of colour across a number of locations in Basingstoke and Deane for everyone to enjoy. With COVID restrictions lifting and the warmer weather on its way, we hope residents of all ages will get out and about to find the beautiful hogs while enjoying some fresh air. Our support for this colourful project is one part of our work with town centre partners to give residents and visitors the opportunity to experience an exciting range of outdoor entertainment as they return to the town centre."

There are still a few Hogs left to be sponsored so anyone interested should get in touch with Destination Basingstoke as soon as possible.

The trail will be live later in the summer, and after, they will be auctioned with profits to Heartburn Cancer UK and other charities selected by the sponsors.

For more details on sponsorship visit: www.destinationbasingstoke.co.uk/hampshirehogs

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Pictured: Thom Gibbons of Apptaura and Beryl Huntingdon of Absolutely Offices the first Hampshire Hog, designed and painted by local artist, Sian Storey

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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