

NEWS RELEASE



Last Hampshire Hog Available for Sponsorship

One Last Piggy Needs to go to Market

Destination Basingstoke's Hampshire Hogs art sculpture trail of life-sized Hogs for the summer is taking shape, and just one more sponsor is needed.

"We have been so pleased with the enthusiastic response of businesses and organisations that want to support this project and bring some much-needed fun and creativity back to Basingstoke this summer. Like everything Destination Basingstoke does, we need the support of partners to fund Hampshire Hogs so we can deliver it, and now we just need one more sponsor to join the herd at Hampshire Hogs", said Jane Staff of Destination Basingstoke.

Headline sponsors Absolutely Offices, app developers Apptaura and Basingstoke and Deane Borough Council are being joined by 16 Hog sponsors to make the project happen later this summer.

Hog sponsors get a whole range of marketing opportunities and most of all get to choose the design painted on it by one of Hampshire's talented artists.

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 or contact jane.staff@destinationbasingstoke.co.uk

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Picture shows Destination Basingstoke's Jane Staff with the first of the Hampshire Hogs, which has been painted by 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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