

NEWS RELEASE



Hogs Find a Home

Charity Auction of the Hampshire Hogs Raises Funds for Charities

The Charity Auction of the Hampshire Hogs took place on Thursday in Festival Place with all Hogs raising funds for good causes local and national, with over £15,000 raised from the sales.

Bidders attended the auction in person, or joined in on-line with the auction managed by Andrew Smith & Son.

“There was a wonderful atmosphere with potential buyers, sponsors and artists gathering to see this culmination of the Hampshire Hogs project. The project has been such a feature of life in Basingstoke over the last few months, and we are all so pleased that it has brought some colour and fun back to our town. What is especially gratifying is being able to give a very public platform for the incredible talent of our local artists.

There are so many people to thank for helping us make this project a reality, from the support from the many businesses and organisations that committed to funding it during the height of the pandemic, to the app developer, our haulage contractor and other suppliers and partners behind the scenes and especially to the commitment and hard work of the small team at Destination Basingstoke that pulled it all together in spite of so many challenges. We hope now that the connections created and the Hogs in their new homes, will leave a legacy of hope and creativity for Basingstoke”, said Felicity Edwards from Destination Basingstoke which have organised the whole trail.

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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 an environment for a superb quality of life and business.

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Image caption: ‘Heritage Hog’ painted by students from BCoT is collected by his new owner, Gary Livingstone.

