

**FOR IMMEDIATE RELEASE: September 26, 2017**  
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## **UNITED WAY OF HASTINGS**

### **"Pigs on Parade" on the Move**

### **From Hastings Riverfront to Downtown Hastings**

September 25, 2017 – As United Way of Hastings annual giving campaign continues throughout the fall, the Power of the Pig campaign for financial empowerment will be continuing its Pigs on Parade from the picturesque Hastings Riverfront to special locations in downtown Hastings.

The Power of the Pig campaign is a light-hearted effort to remind people of the serious issues related to saving and financial empowerment. United Way of Hastings, in partnership with local volunteers and organizations and Dakota County's Financial Empowerment Services, is supporting free financial counseling, personal finance advice, help for youth in need of college placement and loan assistance, resources to help families dealing with crises, such as serious illness or loss of employment, and more.

According to Mari Mellick, Executive Director of UWH, the Pigs on Parade made the first public appearance at UWH's campaign kickoff in August at Historic Todd Field, which also coincided with the Hastings Raiders first home football game at Todd Field.

"The Pigs on Parade at Todd Field was a fun opportunity for people of all ages to get their picture taken with the pigs and learn about financial empowerment," Mellick said. "The parade continued to the newly renovated Hastings Riverfront, a beautiful area to have the colorful pigs, with an artistic flair, on display. "

Mellick encourages people to visit the riverfront soon, as the pigs will be moving to special locations in downtown Hastings. The life-size pigs have been decorated by local artists and sponsored by local companies:

#### **"Artie"**

Sponsor: BreakAway Arts Center  
Artist: Shona Brooks  
In support of United Way of Hastings  
Power of the Pig & Financial Empowerment

#### **"Bubbles"**

Sponsor: Second Childhood Toys  
Artist: Gloria Popowitz  
In support of United Way of Hastings  
Power of the Pig & Financial Empowerment

### “Star”

Sponsor: Hastings Star Gazette

Artist: Gloria Popowitz

In support of United Way of Hastings

Power of the Pig & Financial Empowerment

### “Penny”

Sponsor: United Way of Hastings

Artist: Jaclee Slaba

In support of United Way of Hastings

Power of the Pig & Financial Empowerment

### “James Leonardo D'Oinker of Hastings”

Sponsor: Artspace Hastings River Lofts

Artist: Artspace Hastings River Lofts Tenants

In support of United Way of Hastings

Power of the Pig & Financial Empowerment

A complete listing of UWH Campaign Sponsors can be found at [www.unitedwayofhastings.org](http://www.unitedwayofhastings.org).

This year's overall giving campaign theme is "Building a Better Hastings," with the campaign kickoff event focusing on three major initiatives: Financial Empowerment (all ages), Food 4 Kids (weekend food for students), and the Imagination Library (early childhood literacy).

The UWH is an independent United Way that has worked for over 50 years serving Hastings and the surrounding rural communities within Independent School District #200. Its mission is to build partnerships to improve the lives of people in our community. Donations are accepted year-round. For more information about the UWH and the agencies it funds, visit [www.unitedwayofhastings.org](http://www.unitedwayofhastings.org).

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