

News Release

February 1, 2010

OPIC Unveils Cause & Honourary Co-Chairs for 5th Annual Hog Jog

February 1, 2010 – (STRATFORD, ON) The Ontario Pork Industry Council (OPIC) is pleased to announce that all pledges from the 2010 Hog Jog will be going to The Stratford General Hospital Foundation – to be used specifically for the purchase of life-saving cardiac equipment for the new emergency unit. The charity run/walk will be held the evening of Tuesday, June 22nd at the Stratford Rotary Complex.

“We are very happy also,” states Joanne Selves, Co-Chair of OPIC’s Hog Jog Planning Committee, “that this contribution to The Stratford General Hospital Foundation will be made in honour of Dr. George Charbonneau and his wife, Ann Coyle. One of the objectives of the Hog Jog is to recognize the contributions of individuals to the pork industry – George and Ann are most worthy recipients.” George, a founding director of OPIC and a respected swine veterinary practitioner, utilized the emergency unit of the Stratford Hospital when he suffered a heart attack. Ann, who works in the veterinary practice and as active member of the Hog Jog Planning Committee, is very grateful for the services of their local hospital.

“In each of the past four years, we have raised \$20,000 for four very worthy local causes and we hope to exceed that in this, our milestone 5th year,” explains John Alderman, also Co-Chair of the Hog Jog Planning Committee. “As most of us will at some point in our lives experience the care provided by our community hospital, we hope many community members will feel a personal connection to the cause and do their part by participating or volunteering.” Previous Hog Jog Causes, and recipients of funds raised by the annual event, are the Parkinson Society of Southwestern Ontario, the Heart and Stroke Foundation’s AED program, the Alzheimer Society of Perth County, and the Lung Association Huron-Perth.

OPIC’s Pork for a Cause Hog Jog is a 5km run/walk and 10km run held each year on the first evening of the Ontario Pork Congress. It aims to raise awareness about an important local cause, give back to the community, and celebrate the people of the pork industry. It is also about having fun! In this spirit, a 1km Weaner Run was added to the event in 2009 to encourage the youngest up and coming runners. Participation has increased each year with over 350 walkers and runners in 2009.

To date, the Sponsors of Hog Jog 2010 are Kaslo Bay Artificial Breeders and PIC.

For more information about Hog Jog 2010, including registration, becoming a Sponsor or Friend of Hog Jog, or volunteering at this year’s event, please go to www.hogjog.ca or email chair@hogjog.ca

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