



## NEWS RELEASE

Cincinnati Flying Pig Marathon/Cincinnati Marathon, Inc.  
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### **Fly Like a Pig on National Pig Day! Saturday, March 1, a National Holiday**

***So what better way to celebrate National Pig Day than by signing up for  
Cincinnati's Flying Pig Marathon?***

**CINCINNATI, OH** (February 27, 2003)— While Cincinnati celebrates the Pig every day of the year, March 1 is the day the nation joins the city in marking National Pig Day.

National Pig Day, started in 1972 by Ellen Stanley, a Lubbock, Texas, art teacher, is set aside, according to Chase's Calendar of Events, to "honor and give thanks to our most intelligent of all the domesticated animals."

The pig has had a long, storied past in the history of Cincinnati, even giving the city its early nickname of "Porkopolis" because of the large number of meat-packing houses based here. But the pig didn't truly become a symbol of Cincinnati until the bicentennial celebration of 1988, when four statues of flying pigs, sculpted by artist Andrew Leicester, were installed along the city's riverfront. Despite the initial controversy over whether the city should be associated with swine, residents came to embrace the pig, and soon it started showing up on coffee mugs, t-shirts and hats, and became an unofficial mascot of Cincinnati. In 2000, the city embraced the Big Pig Gig, a public art project featuring 400 artistically designed pigs that populated the city's street for six months.

The founders of the Cincinnati Flying Pig Marathon took note of the hog heritage when coming up with a name for their new race, and dubbed it the "Cincinnati Flying Pig Marathon." Since the first race in 1999, the "Pig," as running aficionados call it, has grown to become one of the top 20 marathons in this country, as listed by Runner's World Magazine.

This year the Pig celebrates its fifth running on Sunday, May 4, with the goal of 10,000 entries and \$1 million raised for charities. There's still plenty of time to train for the Papa John's 10K, or maybe the Outback 2-person relay or Ernst & Young 4-person relay is more your style.

For more information on the Flying Pig Marathon, go to our web site at [www.flyingpigmarathon.com](http://www.flyingpigmarathon.com) or call (513) 721-PIGS.

**Note: For an interview with a flying pig mascot, who speaks intelligently, call Jackie Reau at (513) 929-4263 or (513) 708-5822 cell.**

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