



## The Year of the Pig Auction and Annual Town Meeting



### FOR IMMEDIATE RELEASE

PRESS CONTACT: Alicia McShulkis, Acting MSMH Special Events Coordinator • 609.914.0811 • [events@MainStreetMountHolly.com](mailto:events@MainStreetMountHolly.com)

**MOUNT HOLLY, NJ** – Main Street Mount Holly will host its Annual Town Meeting February 2, 2007 from 6-8:00 pm at the Mount Holly Library. Some new attractions this year, most notably the pig statutes, will gather one last time before they are auctioned off. The pigs have been on display since New Year's Eve in local downtown Mount Holly storefront windows. Potential pig possessors along with others interested in what's happening in Mount Holly will be able to view the swine along with Main Street Mount Holly's recent activities and upcoming plans. Main Street will hold its annual election and awards ceremony before the auction action gets underway.

This marks the fourth year of Mount Holly's public art project held in conjunction with the Chinese zodiac calendar which began in 2004 with the Year of the Monkey. Each year area artists submit designs for the statutes. A committee chooses the ones that are realized. This year's designs include "Cupig" who sports wings and a cupid bow, "King Pigankhamun" who sports the sarcophagus of the famous King Tut and "Pig Headed" who boldly declares a determination to do things "my way".

Following their unveiling November 15, the pigs resided with their sponsors until First Night on December 31. They then moved into storefronts of Main Street member businesses. Once purchased the pigs make their final move to the offices, lobbies and homes of the twelve auction winners. The auction starts with a minimum bid of \$200.70 to honor the year 2007. Heather McCall, executive director of Main Street Mount Holly, says most statutes in the past have gone for \$500-\$1,500. Main Street splits the proceeds from each pig with the artist. Ultimately, only twelve will get the pigs. With 2008 being the Year of the Rat one wonders what surprises Main Street has in store.

Sponsored by Main Street Mount Holly, DEMPSTER'S Restaurant and Sports Bar, RYEBREAD Architects, W.L. Rife Inc., Mount Holly Urban Enterprise Zone, SYGS. Citigroup, Clarke Insurance, Burlington County College, Sterling Bank, Commerce Bank, and ABCO. For more information about how you can support downtown revitalization in Mount Holly, log onto [www.MainStreetMountHolly.com](http://www.MainStreetMountHolly.com).