



FOR IMMEDIATE RELEASE
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WPA Launches Annual "Give-a-Ham" Campaign

LANCASTER, WI- The Wisconsin Pork Association will once again be kicking off the holiday season with the "Give-a-Ham" social media campaign which starts on November 1st and runs through November 30th, 2023. This campaign, which was originally started by the National Pork Producers Council, aims at engaging the U.S. pork industry and the communities they support in a holiday giving program designed to broaden awareness of the pork industry's WeCare[®] commitment to giving back to its communities. To launch the campaign, Wisconsin Pork Association President Christina Meylor will be donating a ham to the Lafayette County Food Pantry in Darlington, WI.

We Care[®] is an overarching philosophy and commitment grounded in the six Ethical Principles that guide America's pig farmers in all that they do. One of these six principles is "community" and pork producers affirm their obligation to contribute to a better quality of life in their communities. During these challenging times, it is important that we try to help alleviate food insecurity in our state while supporting our farmers. Many people still struggle to feed their families, so it is fulfilling to help be a part of the solution and to witness such generosity and commitment by so many others doing the same.

We encourage everyone in Wisconsin and beyond to participate. To do so, you can follow these instructions:

1. Purchase a ham or other pork product.
2. Deliver it to your local food pantry.
3. Take a photo of your donation.
4. Post it to social media using the hashtag #GiveAHam and mention Wisconsin Pork Association.
5. Tag a friend and challenge them to do the same!

If individuals don't have social media, they can send their pictures to WPA via email to wppa@wppa.org and we will post it on our Facebook page for you!

If you have any questions about how to become involved in this year's challenge, email mworek@wppa.org or call 608-723-7551.

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The mission of the Wisconsin Pork Association is to promote and protect the state's pork industry in order to ensure its success now and in the future.