

Media Advisory

March 3, 2004

Jan Jennings

EVENT: Kiss the Pig Fundraiser for Diabetes Research at the University of California, San Diego

Pucker up and join UCSD campus leaders, students, and staff raise money for diabetes research at the second annual Kiss the Pig campaign. Pigs were the first source of insulin and in a heartfelt show of thanks to pigs for saving the lives of millions suffering from diabetes, UCSD luminaries such as Joe Watson, vice chancellor of Student Affairs; John Valva, Alumni Association director; Ken Grosse, associate athletic director; Edwina Welch, Cross Cultural Center director; Jeremy Gallagher, Associated Students president, and Meredyth Potter-White, UCSD Bookstore, will plant a kiss (or kisses) on the podgy porky, "Disco."

DATE/TIME: Noon., Friday, March 5, 2004

LOCATION: On the grassy knoll between the Price Center Plaza and Library Walk on the UCSD campus

BACKGROUND: The Kiss the Pig fundraiser is part of the UCSD Cares Community Service Campaign. During the week-long campaign every winter, UCSD Cares unites more than 60 student organizations and campus departments. Each features a service activity, a fundraiser, or a volunteer opportunity to show San Diego how much UCSD Cares.

The pig tribute came about because pigs were one of the first sources of insulin. This campaign is endorsed by the American Diabetes Association and proceeds will benefit diabetes research.

Each total of \$25 (in whatever increments) donated toward the kissing coffers of a specific campus personality adds up to one kiss to be planted on "Disco" by that personality. Every increment of \$25 in their piggy bank represents the number of times that person will Kiss the Pig.

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