



## Three weeks until Percy hits the road for country kids' dreams



### **MEDIA RELEASE: FOR IMMEDIATE PUBLICATION**

With only THREE WEEKS TO GO the Country Education Foundation (CEF) is excited to announce the Pig Push is back and hitting the road on April 8.

It's an epic road trip for a good cause – to help country kids pursue their education and training dreams.

Last year's Pig Push was a resounding success and now founders of the event Justin Fleming and Richie Fleming wants to turn Percy around and head back the other way, from Orange to Boorowa. They are taking Percy home!

"Every young person deserves the opportunity to access education and training no matter where they live, and we're excited to hit the road again to get this message in the spotlight," Justin says.

"Young people from the bush don't have easy access to tertiary education and the Country Education Foundation, with Percy's help, is working to help overcome the financial hurdles that often stop rural and regional students in their tracks."

The fun and maybe even slightly crazy initiative asks sponsors, volunteers and all-round good people to push Percy, a giant paper mache pig, the 200kms from Orange to Boorowa in only seven days, with donations collected along the way. The Long Track Pantry in Jugiong has proudly signed on as this year's major sponsor of the event.

"Last year Percy caught so many peoples' eyes, and everyone really understood why we were out there pushing a giant pink pig uphill - we want to repeat the success," Justin says.

"Even \$2 can help a young person on the way to where they want to be, so if you see us, pull over, say hello and feed Percy!"

Taking Percy home to Boorowa is also marking a special occasion for Country Education Foundation. 2018 is the 25<sup>th</sup> anniversary of the charity's first grant to a rural and regional student.

More than 4000 students have received a helping hand from the Country Education Foundation and it's volunteers in local communities who generously support their young people.

"These young people are now all over Australia, and the world, flourishing in careers across all professions, industry and endeavor. We are so proud of our alumni and are eager to help many, many more country kids achieve the education and training they deserve and desire," Wendy Cohen, CEF CEO, says.

Everyone is welcome to come and farewell Percy from Roberston Park, Orange on Sunday, April 8 at 10am.

"Make sure you come and say hi. We want to see as many people as possible come out and support the Country Education Foundation and Percy. If you miss us in Orange, our first stop is in Nashdale," Justin says.

The Pig Push 2018's over-night stops are Nashdale, Cargo, Canowindra and Cowra. For more information about daily stops, sponsors and how to donate go to: [www.cef.org.au/2018-pig-push/](http://www.cef.org.au/2018-pig-push/)

**For media inquiries and interview opportunities contact Justin Fleming on 0429 820 389 or Seona Cremasco on 1300 652 144 (office) or 0427 595 050 (Tuesday to Thursday). For more information about the Country Education Foundation go to [www.cef.org.au](http://www.cef.org.au)**