



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE: February 7, 2011

CONTACT: James Haydu, 206-774-5225 or [james@pikeplacemarket.org](mailto:james@pikeplacemarket.org)

### **Update: Pike Place Market Mascot Rachel the Pig is Resting and Recovering Comfortably After Accident Early Saturday Morning**

*Plans are afoot to return Rachel to work soon*

SEATTLE – She’s down, but she’s not out. Rachel, the Pike Place Market’s beloved mascot and chief fundraiser for the Market Foundation, will be released from doctor’s care soon, and will be back in her rightful spot—under the famous Public Market Center sign and clock.

Early Saturday morning, a taxi cab was involved in an accident on 1st Avenue at Pike Street that sent the cab careening into the Pike Place Market, and through a wall of construction fencing. Also in the path of the vehicle was Rachel, who was knocked off the pins that secure her to the cement she stands in and sent her flying about 10 feet.

“Two things helped avert serious structural disaster to the beloved Market. The construction fencing that was hit and that is part of the Market’s ongoing renovation project, *and...Rachel,*” said James Haydu, Communications Director at the Pike Place Market Preservation & Development Authority.

Rachel is a bronze piggy bank, weighing in at 550 pounds. She was installed in 1986, the work of Whidbey Island sculptor Georgia Gerber. While becoming inextricably linked to the world famous Market, Rachel is more than just a pretty face or a location to meet up at (“*Meet me at the Pig*”); she actually works seven days a week as chief fundraiser for the Market Foundation whose mission is to raise money for the Pike Market Child Care & Preschool, Pike Market Medical Clinic, and Pike Market Senior Center & Downtown Food Bank. Essentially she is a huge piggy bank wherein visitors drop in enough loose change every year to total approximately \$10,000 – all to help the Market Foundation in its mission.

“For nearly 25 years, Rachel has represented hope and compassion in our city,” said Marlys Erickson, Executive Director of the Market Foundation. “The attention, love and support she has gotten in the last few days is a true testament to that. We are grateful to our community for the kind words and generous donations during her absence.”

Once doctors give the all-clear to Rachel (and perhaps her plastic surgeon), she'll be back in action greeting one and all and receiving donations, as always. "Given Rachel's stature in the Market and around the world, we will certainly announce when she'll be back, and hopefully, Seattleites will join us as we celebrate her re-emergence," said Haydu.

As noted, the Pike Place Market is in the second phase of a four-year renovation project that is updating the infrastructure of the 104- year-old public asset, as well as upgrading the seismic stability of some of the historic buildings. Shops and merchants remain open during renovation. Phase II of the work is expected to be complete in May of this year.

For updates about the Pike Place Market renovation, visit <http://pikeplacemarket.org/renovation>.

For the latest updates on Rachel, visit her Twitter stream, <http://twitter.com/RachelthePig>, and the Market Foundation's Facebook page (<http://www.facebook.com/mktfoundation>).

###