



PRESS RELEASE

For Immediate Release

Northeast Pensacola Sertoma Club Announces Record-Setting HogFest Benefitting Pathways for Change and ReadyKids!

PENSACOLA, Fla. – May 19, 2023

The Northeast Pensacola Sertoma Club announces a record-setting HogFest event benefiting local charities Pathways for Change and ReadyKids! The annual event is a partnership between the three nonprofit organizations and Harley-Davidson Pensacola to throw a “party for a purpose” and raise awareness and funds for these important missions.

The 21st Annual HogFest which was held on April 29, 2023, at Harley-Davidson Pensacola drew a crowd of 1,000 attendees and raised over \$105,000 through ticket sales, live and silent auctions, and a 50/50 raffle. In addition to live music by True Blue Band and a food court of many favorite local restaurants, the most excitement occurred when the reverse raffle resulted in one lucky winner leaving with a brand-new Harley Davidson motorcycle: This year’s big winner was Michael Bradley.

HogFest is made possible by presenting sponsor Stevenson-Klotz Injury Lawyers, Harley-Davidson Pensacola, and every Northeast Pensacola Sertoma Club member. Media partners are invited to attend a check presentation at the Pensacola Harley-Davidson dealership (6385 Pensacola Blvd, Pensacola, FL 32505) on Friday May 26, 2023 at 5 PM.

Pathways for Change is a local nonprofit focused on assisting local agencies who are in the business of eliminating homelessness and panhandling in Escambia and Santa Rosa Counties. ReadyKids! is a local nonprofit focused on increasing kindergarten readiness in Escambia County. Every year, Sertoma clubs raise more than \$20 million for local community service projects. The Northeast Pensacola Sertoma Club is ranked #1 in the nation for donations to charitable organizations. The local club has donated over \$1 million to local charities. Through these projects, as well as grants and scholarships, Sertoma clubs return funds to their respective communities – and they have loads of fun doing it while building life-long friendships.

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- For more information about the Northeast Sertoma Club, please visit www.northeastsertoma.com or contact Jimmie Rodgers at jimmie.rodgers@gmail.com
- For more information about Pathways for Change, please visit www.pathwaysforchange.org or contact Connie Bookman at cbookman@pathwaysforchange.org
- For more information about ReadyKids! please visit www.ReadyKidsFL.org or contact Kristy Craig at Kristy@ReadyKidsFL.org