

BOYD BUZZ



Kiss-A-Pig fundraiser is the real squeal

by Elisabeth Daniels

Most of us like to go the extra mile to help out a worthy cause. But would you be willing to kiss a pig?

Sam's Town Shreveport team members put their executive team to the test as part of their "Kiss-A-Pig" fundraiser for United Way. From July 15 to July 31, team members voted for one of eight executives to smooch the swine by dropping money into collection bottles labeled with the faces of each exec.

Kim Etland, Vice President and General Manager, earned the most votes and the honor of puckering up to a pig. On August 15, in front of a room packed with team members, Etland kissed Penelope, a white-and-black two-year-old mini pig.

"It was for a great cause," said Etland. "I was extremely happy to be able to make the donation to the United Way of Northwest Louisiana on behalf of our wonderful team members."

It was the highlight of a very successful 2014 campaign, as our Shreveport team members raised more than \$40,000 for their local United Way chapter.

In case you're curious, Etland isn't the first person at Boyd Gaming to kiss a pig for United Way. Last year, John Mathis, a table games manager at Sam's Town Tunica, planted one on a pig named Charlotte, not just once, but four times – once per shift schedule.

Given the success of these events, we're betting this "totally hogsome" event will be making another appearance at a Boyd Gaming property in 2015!