

## **The History of the Heifers**

CowParade<sup>®</sup>, the world's largest public art event, is an unexpected success, created by everyone's love of the cows. The original event was the brainchild of Walter Knapp, a former president of the International Association of Window Dressers. The first CowParade took place in Knapp's hometown of Zurich, Switzerland in 1998. The City of Chicago and American entrepreneur Jerome "Jerry" Elbaum, chairman of CowParade Holdings, first brought CowParade to North America in 1999.

To date, CowParade has visited the following locations:

- Zurich, Switzerland - 1998
- Chicago, IL - 1999
- New York, NY; West Orange, NJ; and Stamford, CT - 2000
- Kansas City, MO and Houston, TX - 2001
- London, England; Sydney, Australia; Las Vegas, NV; San Antonio, TX; Portland, OR; and Latvia 2002

In 2003, CowParade is scheduled to visit Atlanta, GA; Brussels, Belgium; Auckland, New Zealand; and Dublin, Ireland.

Each city starts fresh with a blank canvas: a newly minted herd of unpainted cows. CowParade continues to evolve, not only in size, but also in creativity and quality of art. While the cow sculptures remain the same, each city's artists are challenged by the art from past events, inspired by the cultural influences of their respective cities, and moved by their own interpretation of the cow as an art object.

## **Why Cows?**

There is really no other animal that can adequately be substituted for the cow. The surface area and bone structure are just right for decorating. The cow sculptures, created by artist Pascal Knapp, son of Walter, were designed specifically to be an art canvass. Furthermore, no other animal can be transformed into something else entirely, yet retain its identity. Lastly and equally as important, the cow is an animal we all love.

## **The Artists**

CowParade is dedicated to providing opportunities for all artists local to each event city. Some are pre-eminent artists like Peter Max, LeRoy Neiman, George Rodriguez, Michael Graves, Jules Burt and Athens artist Stan Mullins, while others are aspiring or student artists. In each city, the process begins anew with a freshly minted herd of unpainted cows.

Artists submit applications and designs for approval by a local review committee. Those designs form the official portfolio for selection by CowParade and event sponsors.

## **The Sponsors**

Anyone can become part of CowParade by sponsoring a cow. Sponsors are crucial to the success of each event. Four levels of sponsorship are available ranging from \$7,500 to \$500,000.

There are also wonderful marketing benefits for businesses that sign on as sponsors. Company names are recognized on plaques affixed to the base of each cow. CowParade Atlanta sponsors include presenting sponsor Chick-fil-A, host sponsor McKenna Long & Aldridge, Southeast United Dairy Industry Association, Inc., Earthlink, ING Investments, Six Flags Over Georgia, Hennessy and The Biltmore.

## **The Charities**

CowParade not only adds color and vibrancy to each city it visits, but also raises much needed funds for charity. CowParade Atlanta funds are designated for the Southeast Division of the American Cancer Society through its fundraiser, the Cattle Baron's Ball, and TechBridge, a non-profit providing subsidized technology consulting and development services to Georgia charitable organizations.

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