



cow + parade

ATLANTA 2003

www.cowparade.net

MOOZLETTER

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INTRODUCTION

Moo Atlanta! Following in the hoofprints of Chicago, New York, Las Vegas, London and other cities around the world, CowParade is coming to Atlanta. Our city will serve as an urban pasture to the herd of 200 painted, costumed, festooned and whimsically transformed cows that will be on display on streets and parks this summer. The cows are then auctioned off to raise money for charity.

CowParade Atlanta 2003, brought to you by host sponsor McKenna Long & Aldridge, LLP, is the most recent incarnation of a wildly successful public art exhibition designed to celebrate the spirit of fun, art and community. At the end of the art exhibit, Sotheby will auction 50 to 70 "icon cows" at a black-tie fundraiser, followed by an online auction. The highest live auction bid for an icon cow is \$122,000! Proceeds benefit the Southeast Division of the American Cancer Society in conjunction with their 2003 fundraiser, the Cattle Barons' Ball and TechBridge, a non-profit organization providing high quality, subsidized technology consulting and development services to Georgia charitable organizations.

CowParade first began in Zurich, Switzerland in 1998, and both the 2000 CowParade in New York City and the 1999 CowParade in Chicago were widely touted as the most successful public art programs in the cities' history. Over 44 million people viewed the New York event and the Chicago event generated nearly \$500 million in economic impact. Close to \$9 million has been raised for charitable organizations since CowParade started in 1998.

For further information on CowParade Atlanta go to www.cowparadeatlanta.com.

Evelyn Ashley
CowParade Atlanta Event Organizer

WANTED: ARTISTS

CowParade Atlanta 2003 is currently accepting proposals from artists, both amateur and professional, who wish to participate in this public art event. Sponsors select the designs they would like to have transformed into public bovine art.

The cows come in three poses: standing, grazing and reclining, and weigh approximately 100 pounds each. Each cow will be attached to a 500 pound concrete base so as not to "walk away." For information or an artist application, contact Laura Nix at lnix@novareevents.com.



Candy, the first cow in Atlanta, made her debut at the Festival of Trees. See her now at Lenox Mall.

MOOCHENDISING COWS

Each cow, or herd, has a sponsor. Businesses, community groups and private citizens can sponsor cows beginning at \$7,500 each.

Here's how it works: the sponsor chooses an original design from submissions gathered from professional and amateur artists across Georgia (or they can commission a design), the cow is displayed at a prominent location in Atlanta. In addition, the cow is pictured in the official CowParade Atlanta commemorative book along with the sponsor's name. CowParade Atlanta will work with a sponsor's marketing department to develop a plan to maximize the sponsorship. Sponsors return on investment is only limited by their own creativity.

For information contact Dan Fernandez at dfernandez@cowparadeatlanta.com or 404-575-1900.

