



cow + parade

ATLANTA 2003

www.cowparadeatlanta.com

MOOZLETTER

Issue 05, 2003

The Cows are Busy

The last couple of weeks were a very busy time for the cows.

Local businesses are going bovine batty. We've closed a number of new sponsorships. There's still time if you'd like to join the herd and become a sponsor. Remember, individuals and groups can sponsor a cow as well, it isn't just businesses.

Public paintings began with an event at SunTrust Plaza as part of the 1st Thursday Downtown Atlanta Art Walk. World renown artist Eric Waugh and Marietta artist Claire Dunaway began their bovines as art lovers enjoyed wine and hors d'oeuvres and watched the art in progress. Several other completed CowParade cows were on hand for guests to view.

Claire Dunaway completed her cow titled "Peachcowbler," during the following week at SunTrust Plaza's lower lobby. Eric Waugh finished his cow, which is based on his unique style, at a public painting at the Swissotel the following Friday and Saturday.

More public paintings are coming soon. We are in talks with a number of locations including Star 94, CNN Center, Peachtree Center, Colony Square and Perimeter Mall.

Site selection for the cows has also begun. Potential locations include the Peachtree Street corridor from downtown to Lenox, the City of East Point, the City of Decatur, the City of Marietta and even as far north as Big Canoe! Herd locations must accommodate more than one cow, be pedestrian friendly, easily accessible and in high traffic areas.

Moo until next time.

Evelyn Ashley
CowParade Atlanta Chairman

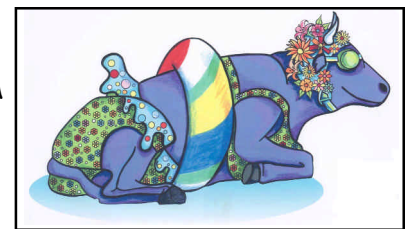


Marietta artist Claire Dunaway begins painting "Peach Cowbler." Claire has been painting her cow at SunTrust Plaza's lower lobby for the last week.

BOVINE MARKETING

Sponsors of CowParade are granted use of the cows for promotional events and marketing. Here's what some of our sponsors are doing to take advantage of their association with the cows.

- The cows will make an appearance at Chick-fil-A and Home Depot booths at the Atlanta Home Show April 24 - 27.
- Accenture hosted several cows at an employee meeting to announce their participation.
- Hayslett Sorrel involved the entire staff in their design selection. They hosted a company happy hour at the CowParade headquarters as staffers reviewed designs.
- The Atlanta Journal Constitution is planning to unveil the AJC Road Race cow in the Peachtree Road

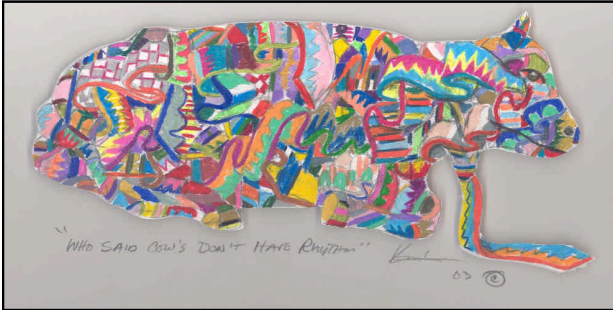


Beach Baby Bovine, submitted by Jean Ann Jedwabney is one of 500 designs submitted to CowParade Atlanta. If you would like to sponsor Beach Baby Bovine, contact CowParade Atlanta at 404-898-2915.



Artist Corner

Sponsors have begun to select the designs they would like to see on the cows this summer. With more than 500 submissions, there are many fabulous designs to choose from. Artists will be notified by April 30 if their design has been selected and given approximately 4 -6 weeks to complete their cow. Sponsors are welcome to view the designs by making an appointment.



"Kevin Cole, a local Atlanta artist will begin painting a tribute to contemporary black music this week. The painting also serves as a tribute to Marvin Posey, the Atlanta artist who passed away recently. Posey was originally commissioned to design a tribute to contemporary black music.

COWLENDAR

The following are tentative dates for CowParade events. For more information on CowParade events, email info@cowparadeatlanta.com or call 404-898-2915.

April 24-27 - Cows on display at the Atlanta Home Show

May 3 - Atlanta cows appear at the TechBridge Digital Ball

May 3 - 4 - Cows on display at Stay and See Georgia at the Mall of Georgia

May 19 - Painted cows begin to come back from artists

Late May - Press photo event when all cows are herded to single location

June 2 - Cows photographed for a commemorative book

June 12 - CowParade Kickoff event

June 14 - Cows begin grazing on the streets of Atlanta

July 4 - Cows on Peachtree Road Race route

July 14 - Chick-fil-A coloring contest winner and artist announced

Summer - CowParade Cow appearances at Star 94 On the Bricks Concerts

September 14 - CowParade Atlanta public showing ends

October 11 - American Cancer Society's Cattle Baron's Ball at the Historic Atlanta Freight Depot

November 13 - Sotheby's Auction, World Congress Center

Sponsor Spotlight

On April 2, 2003, Governor Sonny Perdue joined more than 500 attendees at the annual Keep Georgia

Beautiful Awards Luncheon, which honored the projects and individuals working to improve Georgia's environment. In addition, the awards luncheon celebrated the 25th anniversary of the Keep Georgia Beautiful (KGB) program. This program relies on the support of the Keep Georgia Beautiful Foundation, Inc., a non-profit organization that was established in 1985 to support educational programs that enhance the environment and the quality of life in Georgia. The



Governor Sonny Perdue poses with the Keep Georgia Beautiful Cow "Mootiful" at a recent Awards Luncheon.

Foundation's activities revolve around the KGB program and more than 60 local Keep America Beautiful (KAB) affiliates in the state. In celebration of KGB's 25th anniversary, the Foundation sponsored "Mootiful" a hardworking bovine that will be part of CowParade Atlanta and has already had her picture taken with the Governor. "Mootiful" was unveiled at the awards luncheon and will continue to visit Georgia throughout the spring and summer. "We thought Mootiful would be a colorful member of the Keep Georgia Beautiful family, with a task to creatively promote our program and moootivate people to Keep Georgia Beautiful." Lynn Cobb, Manager, Keep Georgia Beautiful.

For more information on the Keep Georgia Beautiful Foundation, contact Lynn Cobb at 404-679-4910 or visit www.kgbf.org or www.KeepGeorgiaBeautiful.org.

WELCOME TO THE HERD

Andretti Speedlab
Big Canoe
Holder Construction
Novare/Metropolis
Perimeter Mall
SunTrust
Worldcom

