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McKenna Long & Aldridge



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ATLANTA 2003

www.cowparadeatlanta.com

MOOZLETTER

Issue 06, 2003

THE STAMPEDE CONTINUES

Everyone has cow fever. Our sponsor list keeps growing. We've got some terrific events planned and lots of opportunities to leverage your sponsorship. If you know an individual or company interested in joining the herd, contact us at 404-898-2915.

We've been told the art submitted in Atlanta is the best CowParade has seen since the New York exhibit in 2000. As sponsors choose their designs, our art committee is busy notifying artists and scheduling cow pick-up and public paintings. We have two public paintings scheduled in the next few weeks. The first is at Perimeter Mall now through May 4. Nancy Lewis of Bellew Studio, Inc in Dekalb will paint "Steern Mountain" sponsored by Chick-fil-A. Robert Marinich of Atlanta will paint "The Many Faces of Moo" sponsored by Evelyn Ashley and Alan McKeon. Our next public painting is by Atlanta native Robert DeLoach. He will paint "Georgia on Moo Mind" at the Stay and See Georgia exhibit at the Mall of Georgia on May 3 and 4. "Georgia on Moo Mind" is sponsored by the Georgia Department of Industry, Tourism and Trade. For the first time, CowParade Atlanta t-shirts and collectible will be on sale at each of these events.

Some artists have taken it upon themselves to paint in public. Carl Linstrum is painting his cow "Moo tador" sponsored by Making Project Work in the window of his Virginia Highland art gallery. If you find yourself on N. Highland, go by the Aliya Gallery and take a look at Carl's progress.

We secured a new cow corral at Metropolis, the "City of Glass" on Peachtree Street. Look for blank bovines in the windows and maybe even peering over a balcony or two, children painting cows and much, much more.

Have an udderly moovelous day!

Evelyn Ashley, CowParade Atlanta Chairman



Atlanta artist Robert Marinich is painting "The Many Faces of Moo" at a public painting in the Center Court at Perimeter Mall through May 4.

CALF MARKETING

Several sponsors have indicated a desire to create programs directed at children and youth. CowParade is in the process of working with sponsors to support artistic outreach, diversity, and cross-cultural experiences through education and the arts. Look for a full description of the children and youth program in our next Moozletter.

Here's a sample of what is being discussed.

- McKenna Long & Aldridge are using a number of their sponsor cows to extend CowParade Atlanta to local school and youth programs.
- June is Dairy Month and SUDIA, the Southeast Dairy Industry Association is scheduling events for children using their Mobile Dairy Classroom.
- Kevin Cole had his students at North Springs High School help him paint his cow "Got Soul - Tribute to Marvin Posey."



ARTIST CORNER

We have some amazing designs waiting for sponsors. Many of the regions best painters are represented and CowParade Holdings has said that the art submitted in Atlanta is some of the best they have seen since the New York Parade in 2000! The arts committee has begun to notify artists that have been selected. Artists are welcome to find their own sponsor and contact CowParade. Sponsorship begin at \$7,500. Current sponsors are welcome to view the designs by appointment.



Corey Barksdale will paint this cow at the Atlanta Jazz Festival May 25 - 27. Corey's design is one of more than 500 designs submitted to CowParade Atlanta by local artists. If you would like to sponsor Corey's cow, contact CowParade Atlanta at 404-898-2915

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 - Mid May - Carl Lindstrum paints "Moo tador" at the Aliya Gallery

April 28 - May 4 - Nancy Lewis paints "Steern Mountain" and Robert Marinich paints "Many Faces of Moo" at the Perimeter Mall Center Court

May 1 - Chick-fil-A billboards, trayliners and bags start

May 3 - Mary Engel's cow for TechBridge, "Chip," unveiled at the Digital Ball

May 3 - 4 - Robert DeLoach paints "Georgia on Moo Mind" at the Stay and See Georgia exhibit at the Mall of Georgia

May 15 - 18 - Folk artists from around the South paint portions of a cow at Finsterfest in Summerville, Georgia

May 21 - Eric Waugh paints at the 191 Club amid cows

May 25 - 27 - Atlanta College of Art Alumni Corey Barksdale paints a cow at the Atlanta Jazz Festival

June - Cows begin grazing on the streets of Atlanta

June 2 - June 30 - Chick-fil-A coloring contest begins

SPONSOR SPOTLIGHT

"Stay and See Georgia," the State's largest vacation and travel show, will be held at the Mall of Georgia May 3-4 and will serve as the kick off for National Tourism Week, May 10-18. The event presented by The Georgia Hospitality and Travel Association and The Georgia Department of Industry, Trade and Tourism will showcase the best that Georgia Tourism has to offer.



GDITT is hosting a public painting of their cow "Georgia on Moo Mind" by Atlanta artist Robert DeLoach at the exhibit. If you can't make it to the Mall of Georgia, you can watch Robert's progress by going to Georgiaonmymind.org, click Explore Tourism and then click on the cow.

Atlanta native Robert DeLoach will paint "Georgia on Moo Mind" at the Stay and See Georgia exhibit at the Mall of Georgia May 3 - 4

Stay & See Georgia is a huge marketing event featuring 60 exhibitors from attractions, convention and visitor's bureaus, travel associations, and exciting destinations around Georgia. It is an opportunity for Georgia residents to get ideas for summer travel including adventure, educational and historical tours and fun in the sun trips to enjoy the natural beauty of Georgia.

WELCOME TO THE HERD

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