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McKenna Long & Aldridge



cow + parade

ATLANTA 2003

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MOOZLETTER

Issue 07, 2003

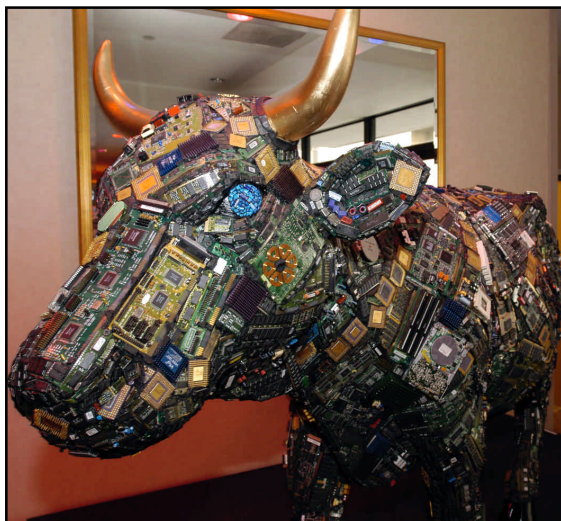
THE STAMPEDE CONTINUES

TechBridge unveiled their cow, "Chip," by Mary Engel at their annual fundraiser, the "Digital Ball." The event drew approximately 1000 people from the business and technology community and hopes to raise \$400,000 for the organization. TechBridge is one of the beneficiaries of CowParade.

Kick-off is almost here and we've got an udderly moovelous program planned. The cows will be corralled at Centennial Olympic Park on Thurs., June 26 for a special VIP sponsor and artist kick-off and press conference. We will introduce the entire herd to the public throughout the weekend. Friday, the cows will be available to the public and press and Friday night, the cows will be introduced at the Star 94 "On the Bricks" concert with public paintings on stage. Saturday, CowParade will host a Family Fun day with family focused events like the Chick-fil-A Moo-Walk and the got Milk? Mobile Dairy Classroom. The entire event is being promoted through advertisements in the Atlanta Journal Constitution, on Star 94 and through Yahoo! This weekend will be the only time during CowParade Atlanta the cows are corralled in the same location, so bring your friends and neighbors and joins us.

Cow painting is in full swing and we have about 50 cows in production. There are several opportunities to see the art in progress. Notable folk artists from all over the South will convene May 17 and 18 in Summerville, Ga., for FinsterFest, a tribute to the late folk artist Howard Finster and the folk art community. Several of these artists are collaborating on a "Tribute to Folk Art" cow for CowParade. Atlanta artist Corey Barksdale will be painting a cow at the Atlanta Jazz Festival, May 24 - 26. We are

honored to have such talented artists involved in



"Chip" - The TechBridge Cow by Mary Engel

CowParade and we encourage you to support them as they paint.

CowParade is a wonderful opportunity to introduce children to art and we are working on several children's programs. Chick-fil-A is sponsoring a coloring contest in their restaurants throughout June and the winner will see his/her design painted on a CowParade cow. McKenna Long & Aldridge is working with local schools and youth programs to design and paint a cow.

Have an udderly moovelous day!
Evelyn Ashley
CowParade Atlanta Chairman

BOVINE MARKETING

We are proud to announced The City of Atlanta's Bureau of Cultural Affairs as a new sponsor of CowParade. We are excited about their program to tap students from their ARTSCool and Summer Murals programs to design cows. The highly competitive ARTSCool Summer Arts Program offers teens the opportunity to work as an apprentice artist to a professional artist. Apprentices enjoy museum and gallery visits, cultural outings, and career workshops in addition to intense technical instruction. A professional scale exhibition of the apprentices' work concludes the program and the money raised by the sale of the works goes back into the program. Summer Murals is a program of the Departments of Parks and Recreation and Cultural Affairs. It utilizes professional artists and youth to enrich neighborhoods throughout Atlanta by creating murals to adorn public spaces.



ARTIST CORNER

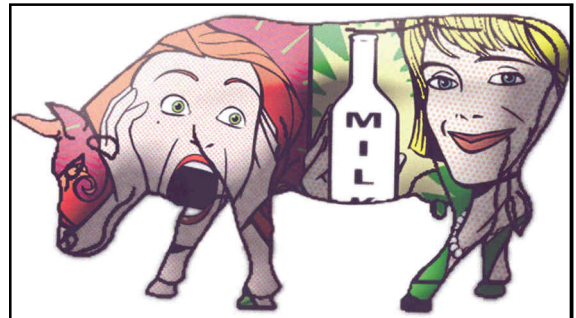
Several local folk artists collaborate to paint a "Tribute to Georgia Folk Art" cow at Finster Fest in Summerville, Georgia on May 17 and 18. The annual event attracts more than 50 contemporary outsider, folk and self-taught artists and is billed as the largest annual outdoor folk art show and sale in the state. Several highly "collectable" artists are expected to attend including: RA Miller, Missionary Mary Proctor and Myrtice West. For more information call 270-424-9987 or e-mail: lasterblaster@earthlink.net or visit www.finster.com for maps and photos.



"Who said cows don't have rhythm?" painted by Kevin Cole. If you would like to sponsor Kevin's cow, contact CowParade Atlanta at 404-898-2915

SPONSOR SPOTLIGHT

Accenture, the world's leading management consulting and technology services organization, is proud to be the Corporate Partner of CowParade Atlanta and has chosen to honor clients, employees and other business partners with their cows. Employees were asked to submit designs to paint cows and then to choose two designs from more than 150 submissions. Accenture is jointly sponsoring some of their cows, including a cow each with BellSouth and Microsoft. They are in the process of coordinating public paintings for these cows. They have even asked EAI, an Atlanta-based corporate communications boutique and Accenture design agency, to design a cow.



Mark Husbands painted "Lactose Intolerabull," at a public painting.

In addition to submitting designs, employees are intimately involved in design selection for all the cows, public paintings and following the parade. They have created excitement internally around the cows through a design selection contest using their online intranet and live showings of blank cows and potential designs. A public painting event as part of an office happy hour gave employees a glimpse of the process. Artist Mark Husbands started "Lactose Intolerabull," at this event attended by employees and members of the Atlanta City Council. A full communications plan has been developed to keep employees updated on the event and how they can be involved. Employees will have a glimpse of the entire Accenture herd at a summer social at SciTrek before they go out on the streets.

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 15 - Mid May** - Carl Lindstrum paints "Moo tador" at the Aliya Gallery
- May 17-18** - 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 2 - 30** - Chick-fil-A Coloring Contest begins in Atlanta area stores. The winner of the coloring contest will have his/her picture painted on a CowParade Cow
- June 26** - CowParade VIP Sponsor and Media Kickoff event
- June 28** - Family Fun Day at Centennial Olympic Park
- June 29** - Cows begin grazing in and around Atlanta

WELCOME TO THE HERD

- Bureau of Cultural Affairs
- Rich's-Macy's
- Cingular
- HR Works
- Jubilee
- Foothills at Big Canoe

