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ATLANTA 2003

www.cowparadeatlanta.com

# MOOZLETTER

Issue 08, 2003

## THE MOO-MENTUM IS GROWING

We're getting calls daily from potential sponsors who would like to participate. Artists around the city and state are busy painting cows and our kick-off date is almost here.

CowParade Atlanta kicks-off on Thurs., June 26 with a VIP sponsor/artist/media reception at Centennial Olympic Park. All the completed cows will be displayed at the park and their artists will be available to discuss their designs. In addition we'll have remarks from a number of people including Jerry Elbaum, CEO of CowParade Holdings. The Moo Cow Band will provide the cow tunes.

Fri., June 27, the cows will graze in the park and participate in the Star 94 On the Bricks concert.

Sat., June 28, CowParade is sponsoring a Moo-velous Family Fun Day at the Park. In addition to the cows, we'll have the Chick-fil-A Moo Walk, got Milk? Mobile Dairy classroom, and interactive crafts and games for kids of all ages. At 4 p.m. we'll begin loading the cows onto trucks and send them off in style to their summer corrals. We're looking for volunteers to work this event, so call us if you know someone or if you'd like to help.

It's not too late to get involved in CowParade as a sponsor and participate in this fabulous weekend of events. CowParade has commissioned a number of designs in advance that can be sponsored and ready for the opening kick-off celebration. These "best of breed" were chosen by the arts selection committee for their beauty, design, potential for miniature production and anticipated high value at auction. Call today and start basking in the glory of the cows.

Have a moo-velous day!

Evelyn Ashley  
Chairman CowParade Atlanta



CowParade Atlanta won the Best of Show Corporate Sponsor Award at the Stay & See Georgia Travel Show sponsored by the GDITT. Congratulations!

## MOOVIN' AROUND

Painted cows from previous CowParade events are now being shown in five Visitor Information Centers in the State - Augusta, Tallapoosa, Lavonia, Valdosta and Ringgold. This is thanks to the Georgia Department of Industry, Trade & Tourism. The program kicked-off on May 16 at the Ringgold Visitor Center with a media day to celebrate National Tourism Week and the many reasons to visit Georgia this summer. As part of the celebration, Robert DeLoach painted "Georgia on Moo Mind," one of the cows that will be on display this summer. The event, an udder success, was broadcast on four Chattanooga, TN TV stations and covered in the local Ringgold newspaper, the Catoosa County News.

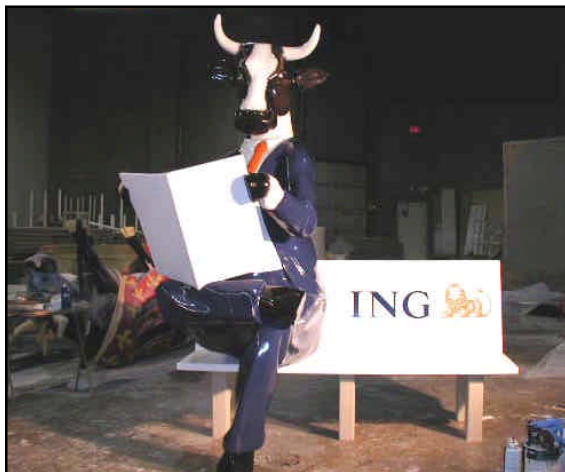


To view Robert's progress, go to [www.georgiaonmymind.org](http://www.georgiaonmymind.org), (click explore Georgia and then on the cow icon.)



## SPONSOR SPOTLIGHT

Cows and benches: words that can be made synonymous by only one Atlanta company - ING. The financial services company unveiled a bench-art project to benefit local nonprofits and introduce the company to the Atlanta area this spring. The benches were decorated by celebrity artists then auctioned off to benefit local charities, much like the future of the cows in the upcoming CowParade. In keeping with the ING trademark bench theme, the company has sponsored the creative Cow On a Bench Cow for the upcoming festivities. Be on the lookout for this carefree bovine this summer.



## ARTIST CORNER

Atlanta area Latino artists, Maria Lucia Sarmiento, Victoria Gilly, Waldo Vines and Jaime Valero recently painted Perimeter Mall's "Tropicowl" and Home Depot's "Handy Cow" live at Perimeter Mall. These artists are from Colombia, Venezuela and Spain respectively. "Tropicowl" is an expression of Latino cultural heritage and its influences, which have become an important part of American society. The cow will also broadcast music with tropical rhythms created by local Atlanta band, Raices. Thanks to the Lanza Group, the artists were featured in several Spanish language publications in Atlanta. In addition, San Francisco native Adine Le has been spending her time designing "Mooterial Cow", which she calls a combination of Madonna's "Material Girl" music video and the Reese Witherspoon movie "Legally Blonde." The "On the Bricks Cow" could quickly become one of the biggest collectors items of the CowParade invasion. This cow will travel to each concert during the On the Bricks Concert Series to be autographed by the performers. Upon completion of the concert series, the cow will be varnished and auctioned off alongside the other CowParade artwork.



Artists put finishing touches on Handy Cow.

## COWLENDAR

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

**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

**Week of June 5** - See Elvis Cow on Decatur Courthouse lawn

**June 5** - See a cow at the Artist Market, Spruill Arts Center; Virginia Highlands Summerfest

**Week of June 14** - Star 94 "Mooterial Cow" painting

**June 14** - See a cow at the Piedmont Park 100th year celebration; Wren's Nest Festival

**June 20** - Decatur Beach Party, "Beach Baby Bovine" painting

**June 21** - McKenna Long & Aldridge volunteer cow painting at Stone Mountain

**June 26** - CowParade Kick-Off, VIP sponsor/artist/media reception

## MOOCHANDISE

We now have pins, miniatures (including paint-your-own miniature kits!), t-shirts, and plush cows. The official CowParade Atlanta poster will be out soon! So stock up, a portion of the proceeds from sales will go to CowParade beneficiary TechBridge. Right now you can only purchase miniatures on the website at [www.cowmuseum.com](http://www.cowmuseum.com). If you are interested in the other merchandise, please write to [info@cowparadeatlanta.com](mailto:info@cowparadeatlanta.com) and we will process it.

## WELCOME TO THE HERD

City of Decatur  
Decatur First Bank  
AGL Resources  
Resurgens Orthopedics  
Jubilee Cultural Arts Alliance of Cobb County

