



cow + parade

ATLANTA 2003

[www.cowparadeatlanta.com](http://www.cowparadeatlanta.com)

# MOOZLETTER

Issue 02, March 2003

## 2003 - THE YEAR OF THE COW

At last, the year of the Cow is here. 2003 is set to be one of the most exciting years Atlanta has seen with the invasion of 200+ CowParade bovines.



Since our last Moozletter, we've had a number of exciting developments. The biggest of which is that Chick-fil-A has

signed on as the presenting sponsor of CowParade Atlanta. The Chick-fil-A cows welcomed the CowParade cows at a press conference recently. Soon you'll see the CowParade cows on Chick-fil-A signage, billboards, and even in Chick-fil-A restaurants around town.

It's not just the businesses of Atlanta that are excited about CowParade. We have received hundreds of emails, postcards and phone inquiries from people who saw the Night BEEFore Christmas cow at the Festival of Trees and Lenox Mall and can't wait to see the whole herd!

It won't be long now. The artist committee is working to create regional cows to be displayed at various locations before the June event. We've signed Athens artist Stan Mullins to paint a tribute to the civil rights movement and diversity in the South and Marvin Posey, known for his live painting sessions accompanied by live musicians, to paint a tribute to Hip Hop. Plans are in the works for Marvin to do a public painting. We'll let you know the details soon.

The whole Atlanta herd will be on the streets from June 14 through Sept. 14. For further information on CowParade Atlanta go to [www.cowparadeatlanta.com](http://www.cowparadeatlanta.com). If you would like to volunteer, call 404-898-2915.

Moo!  
Evelyn Ashley  
CowParade Atlanta Chairman



© 2003 Lucia Duncan

CowParade Atlanta Chairman Evelyn Ashley presents Athens artist Stan Mullins and 16-year-old artist Ashley Mack with their blank cow canvas at the press launch on Feb. 6.

## WANTED: ARTISTS

CowParade Atlanta is accepting proposals from artists, both amateur and professional, from all over Georgia and the Southeast to paint a cow.

Artists are allowed to submit up to two designs. The submission deadline for designs has been extended to March 28. In April, sponsors will select the designs to be transformed into public bovine art. Selected artists will be notified in April and May.

Chosen artists are given an honorarium of \$1,000 to cover supplies and their time. This honorarium will be paid within 30 days after the completion of the CowParade Atlanta live charity auction. The auction is expected to take place in late October. For an artist submission form, go to [www.cowparadeatlanta.com](http://www.cowparadeatlanta.com) or call 404-898-2915.



## FILLING THE COWFERS

The CowParade cows will debut at The Digital Ball on May 3. The Ball is the annual fundraiser for TechBridge, a non-profit providing high quality, subsidized technology consulting and development services to Georgia charitable organizations and a secondary beneficiary of CowParade. Tickets for the event are \$250. For information or tickets to the Digital Ball go to [www.techbridge.org](http://www.techbridge.org) or call 404-879-5413.

After grazing on the streets of Atlanta, the cows make their final public appearance at the Cattle Baron's Ball on Oct. 11 at the Atlanta Freight Depot. Tickets for the event are \$250. The Cattle Baron's Ball is a fundraiser for the Southeast Division of the American Cancer Society, the primary beneficiary of CowParade. For information or to purchase tickets for the Cattle Baron's Ball, contact Michelle James at 404-315-1123.

In late October, Sotheby's will administer a live auction of the cows, followed by an internet auction. Proceeds from these auctions will benefit TechBridge and ACS.

## 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.

**March 15** - "Teaser Cows" appear at the St. Patrick's Day Parade in Buckhead

**March 28** - Artist submission deadline

**April 7** - Artist notification begins

**May 3** - Atlanta cows appear at the TechBridge Digital Ball

**May 19** - Painted cows begin to come back from artists

**June 2** - Cows photographed for a commemorative book

**June 14** - Cows begin grazing on the streets of Atlanta

**September 14** - CowParade Atlanta public showing ends

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

**Late October** - Sotheby's live auction of the cows



## MOOCHENDISING COWS

Join the stampede and get Atlanta talking about your company today by becoming a sponsor.

In addition to Chick-fil-A, Southeast United Dairy Industry Association, Inc., Earthlink, ING Americas, Six Flags Over Georgia, Hennessy Automobile

Companies, Making Projects Work, TechBridge, The Weather Channel, Hayslett Sorrel, North Highland Consulting Company and The Biltmore have joined host sponsor McKenna, Long & Aldridge as sponsors of CowParade.

# got milk?

*The official beverage of  
CowParade Atlanta*



*Chick-fil-A is working with CowParade to ensure everyone in Atlanta knows about the cows.*

Sponsors choose an original design from submissions from across Georgia, or commission a design. Then unleash your imagination -- CowParade Atlanta works to maximize sponsorship through marketing.

For more information on CowParade sponsorship, contact Dan Fernandez at 404-898-2915.

## MINI MOOS

Miniature versions of the CowParade originals are a great way to remember the cows. You can purchase the minis directly from CowParade by going to [www.cowparade.net](http://www.cowparade.net).

In addition to the miniatures, a commemorative book will be produced for CowParade Atlanta showing all the cows, artists and sponsors.

*Cow-bernet Sauvignon Cow by Charlotte Ardizzone was sponsored by Golden Vineyards. CowParade miniatures are the number one collectible in the United States.*

