



cow + parade

ATLANTA 2003

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

# MOOZLETTER

Issue 03, 2003

## THE FIRST COWS ARE HERE!

CowParade Atlanta 2003 is almost here, and the excitement is mounting for the world's largest public art exhibition and the biggest event in Atlanta this year.

The first completed Atlanta CowParade Cows are here and they are Moovolous! Freedom Cow, a tribute to the civil rights movement, done by Athens artist Stan Mullins and Skyline Cow done by 16 year-old Lassister High School student Ashley Mack join The Night Beef-ore Christmas.

The deadline for submitting designs is March 28, so spread the word to submit a design to CowParade Atlanta. We are especially looking for artists who are interested in doing public paintings in some wonderful venues.

A special thank you goes out to our CowParade chairman and volunteers for their tireless work, we need more of you. We are looking for volunteers to sell sponsorships, work events or help in the office. We also need volunteers with pick-up trucks to help our artists get their cows and return them to the cow depot when they are completed! If you can help, please call 404-898-2915.

Thanks to Alan McKeon and Dan Fernandez, our sponsored cows are increasing everyday. Remember, it's not just corporations that benefit from sponsoring a cow. Groups and individuals can also sponsor a single cow or a whole herd.

Moo until next time.

Evelyn Ashley  
CowParade Atlanta Chairman



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The first CowParade Atlanta cows are here! Freedom Cow by Stan Mullins and Skyline Cow by Ashley Mack visited Centennial Olympic Park for a photo shoot. If you'd like copies of the high resolution photos for your publication or to help sell sponsorships, call Sue Rodman at 770-522-8855.



Blank bovines await artist pick-up in a corral behind the Southern Star Amphitheater at Six Flags Over Georgia.



## WELCOME TO THE HERD

Accenture  
Atlanta Convention and  
Visitors Bureau  
Atlanta Journal Constitution  
Best Buy  
ChoicePoint  
Entertainment Design Group  
The Home Depot  
Keep Georgia Beautiful  
Kilpatrick Stockton LLP  
Reliance Financial Corporation  
Star 94

Thank you to all of our sponsors for your support  
of CowParade Atlanta 2003!

**accenture**

*Innovation delivered.*

## 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.

- Chick-fil-A created a CowParade tray liner for use in Atlanta area stores beginning in May. CowParade was also the theme for their annual St. Patrick's Day float during the Buckhead parade.
- "Keep Georgia Mootiful" sponsored by Keep Georgia Beautiful will be unveiled at an awards luncheon with Governor Sonny Perdue and Georgia Department of Community Affairs Commissioner, Laura Meadows.
- CowParade sponsored the monthly luncheon for the Public Relations Society of America, The Atlanta Advertising Club and the International Association of Business Communicators.

Sign up today to be a sponsor and CowParade will work with you on a unique and effective marketing program. For sponsor information call 404-898-2915.



## PARDNERSHIPS

The Atlanta Journal Constitution and Star 94 have signed on as the official media sponsors of CowParade Atlanta. These partnerships guarantee CowParade more than \$800,000 of press and radio promotion, which brings total sponsor promotion to more than \$1.8 million.

The Atlanta  
Journal-  
Constitution  
ajc.com

This means that CowParade will not only be the most talked about event in Atlanta this summer, but the most visible too, giving sponsors recognition along the way. Look for advertisements saluting our sponsors in the AJC starting in March and continuing through the auction. Star 94 has several events planned to highlight CowParade and sponsors including public paintings in their lobby and an appearance by the cows at the "Star 94 On the Bricks" concert series in Centennial Olympic Park this summer. The earlier you sponsor a cow the more promotional value you get, so call today.



## 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 25** - International Assoc. of Business Communicators Luncheon

**March 26** - Artist Event at Stan Mullins' studio in Athens

**March 28** - Artist submission deadline

**April 2** - Keep Georgia Mootiful press conference and unveiling

**April 3** - Sponsor Activation Meeting at McKenna Long Aldridge

**April 3** - SunTrust Plaza art night and public painting

**April 5** - Artist Eric Waugh and cow on Good Day Atlanta

**April 5-6** - Public painting by Eric Waugh at the Swissotel

Photo by Diane Storey, SUDIA

The Southeast Dairy Association used CowParade Cows on the lawn of Fernbank Museum of Natural History to promote the American Dairy Association/National Dairy Council's "3-A-Day of Dairy for Stronger Bones" campaign, launched on 03-03-03.

