



cow + parade

ATLANTA 2003

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

# MOOZLETTER

Issue 04, 2003

## Planning for the Cows!

We've got a busy month planned as we get closer and closer to CowParade installation on June 14.

We have several sponsor activation meetings scheduled this month at the offices of McKenna Long & Aldridge. CowParade will brief sponsors on upcoming promotional plans and events and discuss ways sponsors can leverage their participation in CowParade. It also gives sponsors a chance to talk to each other about their plans and coordinate marketing efforts for maximum impact. A list of dates and times is in the Cowlendar on page 2.

It's time to choose the designs for CowParade Atlanta! We will have several sponsor design selection meetings throughout the month at The Biltmore. Sponsors will review all the fabulous designs submitted by our artists and choose which ones will be transformed into bovine art.

On Thursday, April 3 CowParade is hosting a reception and public painting by artists Eric Waugh and Claire Dunaway in the lobby of the SunTrust Plaza Building. I invite everyone to forgo rush hour, have a glass of wine with us and watch some beautiful bovine art being created. Daisy's Dream, the "icon" cow of CowParade Worldwide is also on display at SunTrust Plaza - stop by to visit her.

I'd like to thank CowParade artist Stan Mullins for hosting a CowParade Artist Evening at his studio in Athens. The event drew artists from around the area and introduced them to CowParade. We are scheduling Stan to do a public painting soon in Atlanta, so you'll be able to see him at work. We'll have more public paintings and special events as we continue to build excitement for the June 14 installation.

Moo until next time.

Evelyn Ashley  
CowParade Atlanta Chairman



Robin Ogle-Le, area marketing director for Chick-fil-A, looks over the hundreds of cow designs received by CPA.

## 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.

- The Southeast United Dairy Industry Association is scheduling a "Got Milk" photo opportunity with CowParade Cows in milk mustaches.



The Chick-fil-A cows welcome their bovine brethren to the cow corral at Six Flags Over Georgia.

- Chick-fil-A continues to send their costumed cows out to welcome their brethren as they arrive in Atlanta. They were last seen at the corral at Six Flags Over Georgia where 50 blank bovines are grazing until they are picked up by artists.



## Artist Corner

The deadline for artist applications was last Friday. We've received more than 400 moovelous designs! More than two thirds of the designs came from professional artists.

The first design selection meeting, where sponsors choose the designs they would like transformed into bovine art was also held last week and CowParade will begin notifying artists and scheduling pick-up of the blank cows around April 7. Design selection and notification is a rolling process that will continue through mid-May. If you do not hear from CowParade right away, it doesn't mean your design was not selected. Artists will have approximately four weeks to complete their cow and return it to CowParade, where it will be photographed and mounted on a concrete base before it joins the Parade.

**Artist Eric Waugh** will do public painting on Thur., April 3 at SunTrust Plaza, please plan to join us from 5 p.m. - 8 p.m.



Masterful use of color in combination with the graceful balance of timeless imagery and subtle texture describe the exceptional artwork of Eric Waugh. Eric is a self-taught artist from Montreal. He gained experience in the fields of graphic illustration and product design before turning to painting in 1988. His work is displayed in galleries in virtually every major city in North America.

Atlanta's Swissotel will host Eric for a second public painting on April 5-6 in the hotel lobby. If you can't make it to SunTrust or the Swissotel, you can catch Eric on Good Day Atlanta the morning of April 5th.

## PARDNERSHIPS

Join us April 2 for the unveiling of Mootiful, Keep Georgia Beautiful's mascot and the newest member of the CowParade Atlanta herd.

Mootiful will help Keep Georgia Beautiful celebrate its 25th Anniversary. Mootiful will team up with a radio campaign featuring famous Georgians promoting 25 ways to Keep Georgia Beautiful. For information contact Lynn Cobb at 404-679-4910.



## Digital Ball

ZENTOPIA is an extraordinary voyage to a new dimension, a place without time, ruled by magical laws. It's also the theme for the Digital Ball, the annual fundraiser for TechBridge, one of CowParade's charity beneficiaries.



The Ball will be held on Saturday, May 3 at the Hyatt Regency Downtown. The evening begins with a reception at 6:30 p.m. followed by dinner and dancing from 8 p.m. until midnight. A highlight of the evening will be the unveiling of the TechBridge cow "Chip", designed by Athens artist Mary Engel.

CowParade Atlanta hopes to double the amount raised by the Digital Ball with sales from the CowParade Atlanta Cattle Auction this Fall. Funds raised by TechBridge bring technical solutions to a broad spectrum of nonprofits in affordable ways that enable nonprofits to better serve our community. For tickets to the Digital Ball contact TechBridge at [www.techbridge.org](http://www.techbridge.org) or 404-524-3075.

## 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.

- 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 with Eric Waugh & Claire Dunaway
- April 5** - Artist Eric Waugh and cow on Good Day Atlanta
- April 5-6** - Public painting by Eric Waugh at the Swissotel
- April 24-27** - Cows on display at the Atlanta Home Show
- May 3** - Atlanta cows appear at the TechBridge Digital Ball
- May 14** - First Tuesday/CowParade sponsor event
- Late May** - Cows are herded to single location for a photo shoot

