



# What is CowParade?

CowParade is a commercially sponsored public art event where the sale of the art benefits charitable organizations.

100 – 150 life-size fibreglass cows are placed on the streets of a host city for three to four months.

People can touch and climb on them, enjoying the creativity and ingenuity demonstrated by local artists.

At the end of this period the cows are 'rounded-up' and auctioned with 75% of the profits going to nominated charities. Since CowParade began in 1999 more than \$7 million has been raised for charities across the world.

## Hosting Cities, Collectors and Sponsors

CowParade has taken place in Chicago, New York, Kansas City, Houston, Las Vegas, London, Sydney, San Antonio, Latvia, Zurich and Portland.

The Queen of England requested that the jubilee cow, on display in the London parade, be moved to Buckingham Place. Elton John, Oprah Winfrey, Ringo Starr and the Queen of Jordan are amongst some of the more notable CowParade collectors. Hundreds of companies have recognised the marketing value of CowParade, including AT&T, Bank of America, Disney, Hilton Hotels, HBO, New York Times, US Airways and Wall Street Journal.

## How it works

CowParade Ireland organizes and administers the event, working with local Government and private property owners to place cows on display in public locations.

Sponsors underwrite the cost of the public art display by sponsoring one or more cows.

Design submissions are solicited from local amateur and professional artists, designers and other creatives. Famous artists are also invited to submit designs. Designs must be in good taste and are vetted by a local committee, which in Ireland is being chaired by Gavin Friday.

Chosen artists receive an unpainted, reinforced, fibreglass cow that is 7' long, 4' high and 2' wide.

## Baileys Cow Parade Ireland 2003

Now CowParade is coming to Ireland! Sponsored by Baileys, CowParade Ireland promises to be one of the biggest and most exciting events to take place in 2003.

Managed by Redstar, a leading Irish events company, Baileys CowParade 2003 has already received considerable interest from Irish business and creative communities.

Between 100 and 150 cows will be placed on the streets of Dublin from June to September 2003. At the end of September the cows will be rounded-up and auctioned. 75% of the profits will go to two charities: The Dublin Simon Community and The Jack and Jill Trust.

A massive advertising, public relations and marketing campaign will support Baileys CowParade Ireland 2003, including promotions via the internet, schools and mobile phone text alerts.

## How do I participate?

If you're an artist and want to participate, please see the enclosed artists form for details.

If you're interested in sponsoring a cow, please see the enclosed sponsor registration form for details.

