

INTRODUCTION

A MOO-NIQUE OPPORTUNITY

14 JUNE - 12 SEPTEMBER 2004

The largest public art event in the world is moov-ing to Manchester next year. It presents a genuinely unique opportunity to be involved with an initiative which brings together the business and artistic communities to celebrate the spirit of fun, creativity and economic renaissance for which Manchester is internationally renowned.

- Over a hundred life-size cows, colourfully decorated by artists and celebrities will graze in high profile spaces throughout Manchester during the summer months
- CowParade enjoys a global following and is set to be a major tourist attraction and continues to spotlight Manchester as an international tourist and destination city (Chicago alone reported an additional 3 million visitors)
- Manchester joins other prestigious cities such as Prague, Stockholm, Cape Town, Durban and Johannesburg as host cities during 2004. Barcelona and Paris will follow in 2005
- CowParade has raised over £7 million for charitable causes from the auction of the cows at the conclusion of the event. (The Waterford Crystal Cow designed by John Rocha raised €125,000 at the Dublin auction)
- CowParade Manchester will raise significant funds for Manchester Kids (Reg'd Charity Number 1087854) providing financial support for children's and young people's charities in the Greater Manchester area at a grand auction in October 2004
- Since 1999, over 1,500 companies have sponsored cows
- CowParade Manchester has already attracted over 50 companies. Leading North West businesses such as Bruntwood (Presenting Partner), Metro newspaper, Key 103, The Lowry Hotel, Cosgrove Hall Films and Urban Splash are amongst a growing list of companies who have joined a prize winning 'herd' of sponsors
- Be involved with a global phenomenon and enjoy an extensive range of PR and marketing opportunities as part of the City's most visible event next summer

www.cowparade.com