No cow... no comment

Sponsors sign up for CowParade designs

CowParade Edinburgh unveiled its designs at a special preview on Wednesday 8 February.

Businesses had the chance to select the perfect eye-catching design for their cow from more than 80 from the artists' portfolio displayed in CowParade's stunning warehouse office at Ocean Terminal in Leith, Edinburgh.

Businesses can also commission their own design to reflect their corporate and brand values in a creative and unique way (although logos are not allowed on the cows). Alternatively, sponsors can fund a community project to partner a local group with an artist and the cow.

Marketing and sponsorship manager Trish Strachan says: "We are really delighted with the number and quality of the designs we received from local artists, and now we feel we have something to suit every taste."

CowParade Edinburgh is supported by two Presenting Partners: Edinburgh: Inspiring Capital (represented by The City of Edinburgh Council and Scottish Enterprise Edinburgh & Lothian) and another to be announced very soon. Our Official Partners are: Ocean Terminal with Edinburgh Forthside, Cowshed at the Scotsman Hotel, Edinburgh Evening News, Radio Forth and Crown Relocations.

Confirmed sponsors are: BAA Edinburgh, Baillie Gifford, British Energy Group plc, Chem-moo-stry, DX Network Services, Dynamic Earth, Edinburgh Zoo, Lloyds TSB Scotland plc, Lothian Buses, Malmaison Hotel, Maclay Murray & Spens, Mercat Tours, Morrison Construction, National Galleries of Scotland, National Museums of Scotland, Omni, Prestoungrange Festival, Quality Meat Scotland, Royal Botanic Garden Edinburgh, Royal Yacht Britannia, RMJM, St. James Centre, SSPCA, Telford College, VETAID, Whiteburn Cowgate Ltd and Wood Mackenzie.

'we are really delighted with the quality of the designs'

- Designs are available for viewing now.
- All artwork must be submitted to CowParade for approval by 20 March
- All cows must be completed by 14 April
- The CowParade Launch Party will be held on 12 May.

OCEAN TERMINAL and Edinburgh Forthside recently became one of the six CowParade Official Partners. Ocean Terminal is providing the warehouse space for artists to paint their cows. Visitors will be able to watch them in a public painting area. It is also hosting the 'OT Corrall', a workshop for children to create their own cow designs.

Ocean Terminal's Fay Jameson says: "We felt it was very apt that we could provide a space for the artists to create their inspirational designs, as I think Leith is the home of the city's creative tradition." She adds: "We are delighted to be an Official Partner of Edinburgh CowParade."

ON THE MOO-VE

THE COWS COME HOME
- a very Scottish cow graces Edinburgh's Calton Hill

Herd the story?

The CowParade Edinburgh extravaganza launches on 15 May and runs for ten weeks until 23 July. Edinburgh will be the only city in the UK to host CowParade this year, and the first city in Scotland.

Over 100 life-size fibreglass cows (modelled on real Swiss cows) will be colourfully painted and decorated by artists, celebrities and members of the community. They will then be placed throughout the capital - creating an unforgettable event and a magical atmosphere.

'CowParade is the world's biggest public art event'

Most of the cows will be in outdoor locations in the city. although some will be located indoors but all will be freely accessible to the public. The cows will create an 'urban pasture' - a trail around the city.

Started in Zurich in 1998, CowParade is now the world's biggest public art event. It has already proved very popular in several world- renowned cities such as London, Tokyo, New York and Barcelona.

The events have raised £8.5million for charitable causes around the world by the auction of cows at the end of each event. The Edinburgh auction will raise money for the VETAID and OneCity Trust charities.

For more information, see the CowParade website: *www.cowparade-edinburgh.co.uk.*

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