



FOR IMMEDIATE RELEASE
April 11, 2016
Contact: Tom Halen
tom@cowparadeslo.com
(805)715-3627x109

Cows are in at the Inn: Madonna Inn to host CowParade launch *Opening weekend events include artist & sponsor reception, 101-Cow Roundup*

San Luis Obispo, CA – Madonna Inn is the latest sponsor to join the CowParade SLO County Herd, pledging support for three beautiful bovines and offering its event space for September’s opening weekend festivities.

Before all 101 fiberglass cows – magically transformed by local artists – are put out to pasture in public spaces throughout SLO County, event staff will roundup the herd for an exhibit launch at Madonna Meadows. Artists and sponsors will have the first chance to view all 101 cows at a VIP reception Friday, September 16. The public is invited to witness the display and even see one sponsor’s cow live-painted on Saturday, September 17 from 10 a.m. – 6 p.m. Food trucks, beer and wine for sale, live music, and the Harmony Town Ice Cream Truck will be on hand for this one-time chance to see all the cows in one place.

The following week, 101 colorful cows will be placed to be seen “grazing” in public places throughout the county. Sponsored by local businesses, organizations and individuals, the herd will become the talk of the town – seen by an estimated 500,000 visitors and residents – before the entire stock is roped in and driven to a gala charity auction in May 2017.

Auction proceeds benefit The Land Conservancy of SLO County, ARTS Obispo, and the California Mid-State Fair Heritage Foundation, along with sponsor designated charities of their choice. Proceeds from Madonna Inn’s cows will benefit the Cuesta College Rodeo Club and Women’s Shelter of SLO.

“We’re thrilled to be among the famous destinations who have hosted CowParade, and we felt Madonna Inn just had to be part of it,” said Clint Pearce, Madonna Enterprise President. “The combination of art and agricultural education makes this exhibit a perfect fit for SLO County and for Madonna Inn.”

In addition to sponsorship, Madonna Inn matriarch Phyllis Madonna showed her supported for CowParade SLO County early on by displaying her singing chops in one of several local “celebrity” videos promoting the event. [Watch the videos here.](#)

After the first CowParade launched in Chicago in 1999, CowParade events have been held in 79 cities worldwide, including London, Tokyo, Mexico City and Milan. Auction proceeds since 1999 now total more than \$30 million.

Check out more about CowParade SLO at <http://www.cowparadeslo.com>. Limited cow sponsorships are still available. Please contact Heather Hellman at heather@cowparadeslo.com.

###