

FOR IMMEDIATE RELEASE  
Contact: Kylee Jepsen  
Visit SLO County  
805-541-8000



## **Syndicated Cartoonist Leigh Rubin Creating Adventure Cow for CowParade SLO County**

*Rubin's daily comic, "Rubes," Often Features Bovine Characters in Absurd Situations*

SAN LUIS OBISPO – Syndicated cartoonist Leigh Rubin has joined CowParade SLO County as a featured artist, creating a daring cow that will explore the entire region in a series of moooving adventures.

Rubin's Adventure Cow, modeled after some of the cows that appear in his daily comic *Rubes*, will be featured in a series of videos chronicling her travels.

"I'm particularly looking forward to the zip-lining adventure," said Rubin, who lives in Nipomo. "That is definitely going to be a *Guinness Book of Records*' first!"

The cow is sponsored by Visit San Luis Obispo County, which promotes tourism county-wide and is the Official Tourism Sponsor of CowParade SLO County.

CowParade is a world-known public art and charity event, during which sponsored artists paint life-sized cow statues. The 101 cow statues in San Luis Obispo County will be displayed throughout the community for seven months, beginning in September, until they are auctioned for local charities in May 2017.

Rubin was a natural choice for Adventure Cow. *Rubes*, carried by more than 400 newspapers, often features cows. This fall Rubin will publish a collection of his cow-centric *Rubes* in *The Big Book of Moo*.

"He is known for featuring cows in bizarre and funny situations, and we think his creativity – coupled with the natural beauty of San Luis Obispo County and a few crazy cow adventures – will result in a remarkable work of art," said Chuck Davison, President and CEO of Visit San Luis Obispo County. "It's a fun opportunity to showcase our whole county and give visitors a different perspective of our region."

To make a realistic-looking fiberglass cow look like one of his creations, Rubin enlisted the support of friend Ryan Johnson, who owns New Rule Productions, a video, TV, props and special effects production company in Southern California. Rubin said his cow will be a thrill seeker.

"Think of an ordinary cow that wishes to be extraordinary," he said. "A cow that dreams of adventure, sort of like a bovine Walter Mitty."

Those adventures, Davison said, might include kayaking, ziplining or other outdoor activities.

"Have you ever wondered if a cow can surf? We are going all out, and no outdoor activity is off limits, so keep your eyes open, and get inspired to go outside, where you might just spot Adventure Cow!"

##