



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

OUT OF THE BLUE ON COW PARADE ACROSS EDINBURGH

Out of the Blue Farms Out Eight 'Cow-munity Cows'
in World's Biggest Touring Public Art Exhibition

Dream team: Out of the Blue teams up with Leith youth group to dream up Park Life-themed cow

Out of the Blue (OOTB) is bringing a taste of the international arts world to eight groups of young people from around Edinburgh as part of the world's largest touring public art event **CowParade**. The arts organisation, supported by arts and inclusion advocates **Capital City Partnership** (CCP), is coordinating groups from **Leith, Craigmillar, Wester Hailes, North** and **South Edinburgh** to decorate five life size fibreglass cows donated by **The Edinburgh Evening News, Radio Forth** and **The City of Edinburgh Council** through charity **One City Trust**. The cows will be on display around the city from **May 15 to July 23**. The high profile event has already proved a big success at a string of major cities around the world.

OOTB is staging a series of workshops with a group of young people from the **Pilmenny Youth Group** in Leith and **community artist Zoe Dudziak** to design a cow. The group plan to work with spray paint and stencils to decorate the cow themed around the local **Dalmeny Street Park**. The Leith cow is the latest phase of wider OOTB community arts project **Park Life** aimed at regenerating the park. OOTB is working in partnership with the **Education Department, National Galleries Scotland, CCP, local people and artists** to plan improvements to the park.

OOTB has also hooked up with city business big hitters **Ocean Terminal** and property developers **Whiteburn** and **Mountgrange** to create three other 'cow-munity cows'. The businesses are sponsoring artists to work with groups of **young shoppers, homeless people** from **The Cowgate Centre** and pupils from **The Royal Mile Primary School** respectively to design the cows.

Community artist Zoe Dudziak comments, *"I am delighted to have the opportunity to give some young people from Leith their first experience of working on a major art project. Cow Parade is a fantastic idea that I hope will capture their imagination and encourage them to participate in art on a regular basis."*

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Notes to editors: *Out of the Blue Arts and Education Trust (charity number SCO22812) supports and promotes cultural ventures. It has an established track record as a vital catalyst for creativity in Edinburgh and beyond. Out of the Blue gratefully acknowledges the support of the Scottish Arts Council, City of Edinburgh Council, Fresh*

Futures, Capital City Partnership, Social Investment Scotland, Scottish Enterprise Edinburgh & Lothian, Triodos Bank and Ikea. For more details please visit www.outoftheblue.org.uk

** CowParade, the largest public art event in the world, will be grazing the streets of Edinburgh from 15 May to 23 July 2006. 100 life size fibre glass cows will be painted and decorated by local artists, celebrities and community groups in different colours, designs and materials. For 10 weeks, the cows will inhabit Edinburgh's cityscape, creating an unforgettable and remarkable 'urban pasture'. Residents and visitors can expect to see cows at some of Edinburgh's most iconic landmarks and public spaces.*

At the end of CowParade, the majority of the Edinburgh herd will go to market – a Gala Auction, with 75 per cent of the net proceeds from the auction going to the following charities: OneCity Trust, tackling social exclusion through a range of community projects, and VETAID, working to alleviate poverty through sustainable farming in developing countries.

For further information on CowParade Edinburgh visit www.cowparade-edinburgh.co.uk

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** For further information on official charities for the event please find info online for: OneCity Trust www.onecitytrust.org and VETAID www.vetaid.org*

** CowParade Edinburgh is presented and funded by The City of Edinburgh Council and Scottish Enterprise Edinburgh & Lothian (operating together under the Edinburgh Inspiring Capital brand) and Mountgrange Group.*

** Generous in kind support has also been provided by Official Partners: Ocean Terminal, CowShed at the Scotsman Hotel, the Edinburgh Evening News, Radio Forth and Crown Relocations. For further info on CowParade partners go to:*

- www.oceanterminal.com*
- www.thescotsmanhotel.co.uk*
- www.crownrelo.com*
- www.scotsman.com*
- www.forthone.co.uk*

** CowParade is run by a team of experienced professionals in Edinburgh, specialising in events management, marketing and sponsorship.*