



CowParade Auction boost for Edinburgh Charities

Edinburgh, 16 October 2006; CowParade Edinburgh, the public art exhibition of bovine sculpture that graced Edinburgh's streets earlier this year, has donated £152,406 to two Edinburgh based charities. The OneCity Trust, which aims to tackle social exclusion through a range of community projects and VETAID, which works to alleviate poverty through sustainable farming in developing countries, are to share 75% of the net proceeds from the CowParade Gala auction which was held at Prestonfield House in September.

Fierce bidding resulted in the highest price ever paid for a cow in a UK CowParade Auction when 'Salty the Saltire Cow' sold for £15,000 to Heart of Midlothian FC owner Vladimir Romanov. Romanov also purchased 'Coween of Hearts' for £10,000 and Sir Tom Farmer and author Ian Rankin also purchased several lots. All sixty of the life size cows which were sponsored by local businesses and designed and decorated by Scottish artists were sold in less than two hours with an average sale price of £4,067.

CowParade presenting partners Mountgrange Group, represented by chief executive Manish Chande, and Edinburgh Inspiring Capital represented by Lord Provost Lesley Hinds, joined Charlie Langhorne of CowParade Europe today (Monday 16th October 2006) to present the cheque to the charities at the City Chambers in Edinburgh.

Lord Provost Lesley Hinds, who is also President of OneCity Trust, said:

"CowParade was one of the UK's must-see events of 2006, attracting visitors to the city and promoting Edinburgh as a dynamic and inspiring cultural capital city across the world. Local businesses worked alongside the artistic sector and local community to create some truly memorable, inspiring cow-art. The magnificent auction result is a wonderful

acknowledgement of the work that went into creating this phenomenally successful community art installation."

Manish Chande, Chief Executive of presenting partner Mountgrange Group, said;

"CowParade was a fantastic event for Edinburgh providing opportunities for business and the arts community and lots of fun for residents and visitors alike. That it also resulted in such a major donation to very worthwhile causes is testament to the work of everyone involved and the generosity of the people of Edinburgh."

Sarah Brown, Development Education Coordinator at Vetaid said;

"VETAID was delighted with the public support of the Edinburgh CowParade. The funds raised at the auction will go directly to our critical work supporting farmers in East Africa and we hope that the education work done locally in association with the event will continue on into the future."

Charlie Langhorne, Managing Director of CowParade Europe said:

"The Edinburgh auction was one of the most successful in the UK and we are delighted to be able to hand over such a significant amount to two very worthwhile causes. None of it would have been possible without the generous support of City of Edinburgh Council, Scottish Enterprise Edinburgh & Lothian and Mountgrange Group among others and it's great that we can leave such a lasting legacy for the city."

Ends

For further information contact Maggie Wright Associates on 0131 446 0483 or 07801 710360

Notes to Editors:

* CowParade, the world's largest public art event has so far raised over £9 million for charitable causes around the world by the auction of selected cows at the conclusion of the event. Collectors of the full size cows include JK Rowling, Nelson Mandela, Lord Heseltine, Melvin Bragg, Elton John, Ringo Starr and the Queen of Jordan. So far the highest selling cow at auction was Waga Moo Moo (sponsored by noodle restaurant chain Waga Mama) from CowParade Dublin 2003; she was designed by John Rocha and covered in 14,941 Waterford crystals with the successful bid being 125,000 euros.

* 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 was also provided for CowParade Edinburgh 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.crownrelocations.com
- www.scotsman.com
- www.forthone.co.uk

* Generous in kind support was provided for the CowParade Edinburgh Auction by: Prestonfield and Shapes Auctioneers. For further information go to:

- www.prestonfield.com
- www.shapesauctioneers.co.uk

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

*More information on CowParade Edinburgh is available from www.cowparade-edinburgh.co.uk