

God's Love We Deliver to Stage The 100th Global Edition of The Iconic CowParade in NYC Across the Five Boroughs from August 18-September 30, 2021

****The CowParade to Feature Diverse Lineup of Artists Including Cynthia Erivo, Neil Patrick Harris & David Burtka, Peter Tunney, Billy The Artist, Daze, Crash, Cey Adams, Amy Denet Deal, The Artists of the Macy's Parade Studio, and Many More****

August 5, 2021 – God's Love We Deliver announced today that they will be the exclusive charity partner staging the 100th global edition of the iconic **CowParade**, which will return to New York City from **August 18 through September 30, 2021**. This year's CowParade event commemorates a full-circle moment for God's Love We Deliver, as the nonprofit served as one of several nonprofits who benefitted from the first New York City CowParade event in 2000.

"We are thrilled to be the exclusive charity partner of this year's CowParade in New York City," says Karen Pearl, President & CEO of God's Love We Deliver. "After such a difficult year during which God's Love worked tirelessly to bring love and comfort in the form of delicious, nutritious meals to our neighbors living with severe and chronic illness, we are honored to bring beauty and comfort to the entire City in the form of these gorgeous cows designed by artists and friends."

The 2021 CowParade will include a diverse array of participating artists from contemporary art icons and well-known Wynwood graffiti artists to eclectic designers and celebrity supporters-the full includes: **Cey Adams; Baccarat; Jeffrey Banks; Diana Banos; Kelly Behun; BG183; Billy The Artist; The Artists of the Macy's Parade Studio; BIO; Raynes E. Birkbeck; Maryellis Bunn; Anthony Castro; Chiaozza; Garrett Chingery; Danny Cole; Pat Conlon; Adama Coulibaly; Cherri Cousteau, CRASH; Paula Crown; Dapper Dan of Harlem; Sophia Dawson; Daze; Amy Denet Deal; Jamie Drake; Savior Elmundo; Cynthia Erivo; Fashion Institute of Technology Visual Presentation & Exhibition Design Program (Heejeong Kim, Fean Manthachitra, Diana Rico, Gordon Qu); Rachel Goldsmith; Timothy Goodman; Lisa Grubb; Erin Halper; Neil Patrick Harris & David Burtka; Eric Haze; Hektad; Logan Hicks; Joe Iurato; Jihae; Billi Kid; Xiang Lan; Jen Lewin; Yannick Lowery; Brian J. McCarthy; Michael "Kaves" McLeer; Elizabeth Meggs; Jody Morlock; Moulin Rouge! The Musical; natchie; Nicer; Ivan Ortiz; Peter Paid; Nick Peate; Lady Pink; Eve Plumb; Zac Posen; William Quigley; Victor "Marka27" Quinonez; Fernando Romero; Chris Sainato; Dave Singley; Darvin Silva; Melissa Staiger; David Stark; Sydney; Taylord; The Love Child; Lizzie Tish; Peter Tunney; Beatrice Wolert; Lenny Zbarsky; and Kamila Zmrzla.**

"I think this is the best CowParade ever!" says Cey Adams, CowParade artist and God's Love We Deliver supporter. "As an artist I'm proud to support God's Love We Deliver."

Starting **August 18**, cows will be on display across the **five boroughs of New York City** in various "pasture" locations. **Hudson Yards in Manhattan** will host a pasture in and around The Shops. Additional locations include **Bronx Community College in the Bronx; New York Hall of Science Museum in Queens; Industry City in Brooklyn; and the National Lighthouse Museum in Staten Island.**

CowParade events have been staged in 80+ cities worldwide, including 34 countries, with more than 6,000 life size fiberglass cows painted and imaginatively transformed by many thousands of global artists, sculptors, and celebrities. God's Love We Deliver and CowParade were connected by **Janeen Saltman**, a principal of JKS Events, which had been working with Jerry Elbaum on the return of CowParade to New York.

*“The CowParade event is about connecting art and artists with people of all ages and backgrounds through the magical cow canvases. The participating artists pour their hearts and souls into their cow masterpieces to inspire, awe and, most importantly, bring smiles to the faces of those who encounter the cows. said **Ron Fox, Vice President, CowParade.** “We are proud to partner with God’s Love to bring free public art and the message of unity and love of one’s neighbor throughout the five boroughs. The dedicated team of event professionals at God’s Love has brought together the most diverse group of artists in our 21-year history. In this respect, God’s Love has broken the CowParade mold and set a new standard for public art events in the future. In the fall, the cows will be auctioned for the benefit of God’s Love We Deliver. In the meantime, we hope New York City residents and visitors assist in the efforts of the God’s Love team and the participating artists in caring for the cows while they graze.”*

This year, The CowParade Artist Studio is Sponsored by **CLEAR.** *“CLEAR has always been about surprising and delighting people – whether that’s our members, or partners or the communities where we live and work,” said **CLEAR CEO Caryn Seidman-Becker.** “We are proud to partner with the extraordinary teams at God’s Love We Deliver and the CowParade to bring the remarkable talents and creative vision of these artists to the streets of New York City.”*

To celebrate the launch of CowParade 2021, sponsor Industry City is hosting a special kickoff event the evening of August 5 to thank artists and God’s Love volunteers and supporters. Additional sponsors include Auction Ambassador Heritage Auctions; Color Ambassador: Benjamin Moore; Amazin’ Mets Foundation; Baccarat; Bernstein Private Wealth Management; Bloomingdale’s; Capital One; The Steven & Alexandra Cohen Foundation; Douglas Elliman; Hudson Yards; I. Halper Paper & Supplies, Inc.; Industry City; Macy’s, Inc.; The Rockaway Hotel; and Seaport Global.

All cows will be sold via on-line auction by Heritage Auctions ([HA.com](https://www.ha.com)) starting September 1 and ending September 30. Bidding starts at \$1,000 per cow and all net proceeds fund God’s Love mission of cooking and delivering medically tailored meals for those too sick to shop or cook for themselves.

LINKS TO MEDIA ASSETS FREE FOR USE:

- BROLL STREAM: <https://vimeo.com/583530708/d31d48a970>
- BROLL DOWNLOAD: <https://we.tl/t-q76yIIKlg1>
- GETTY IMAGES: <https://dam.gettyimages.com/assignments/cowparade-launch-event-gods-love-we-deliver>

For more information, please visit glwd.org/cowparade and please include: #CowParadeNYC and @godslovenyc for all social media content.

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About God’s Love We Deliver

God’s Love We Deliver cooks and home-delivers nutritious, medically tailored meals for people too sick to shop or cook for themselves. Founded in 1985 as a response to the AIDS pandemic, we now serve people living with more than 200 different diagnoses. To support the health and well-being of our clients, we provide ongoing nutrition assessment, education, and counseling, and advocate for food and nutrition support. God’s Love is a non-sectarian organization serving individuals living with illness, and their children and caregivers. With a community of thousands of volunteers, we home-delivered more than 2.5 million medically tailored meals to nearly 10,000 individuals last year. All services are free to clients and full of love. For more information, visit godslovewedeliver.org.