

Immediate Release

Contact:

AOJWC- Julie Walters at 706.357.4417 or
706.769.8681 or Julie@ClassicCenter.com

AIDS Athens-Olivia Long
706.542.2437 or Olivia@aidsathens.org

We Let The Dawgs Out

*August 2010.....*Athens, Georgia. In 2003 the Athens-Oconee Junior Woman's Club, many local businesses and local artists came together and created the public art exhibit, "We Let The Dawgs Out". This community public art project has been a resounding success. From attracting thousands of tourists to Athens to engaging our community, Athens was turned into an outdoor museum that all could enjoy. People took pictures with the dawgs, held scavenger hunts with the dawgs, made scrapbooks showing their kids at each dawg, sat their family on a dawg for their annual holiday card and just overall loved them. Thousands of people picked up the brochure and map and discovered all the dawgs. We are pleased with the hundreds of thousands of dollars worth of free publicity the project received...for the dawgs, for the artists, for the business and for Athens. We Let The Dawgs was featured on the front page of the LA Times travel section, on just about every UGA football game on CBS Sports and ESPN, the Travel Channel, HGTV (Home and Garden Television), countless magazines (including a cover story in a Japan magazine) and newspaper articles. In 2003 when we held the auction for the 17" replicas of the bulldawgs on the streets of Athens, we raised over \$100,000 for local charities.

"The goal of our bulldawg public art project was to instill in the citizens of Athens-Clarke County a deeper love and appreciation for art. We felt there is no better way to accomplish our goal than to expose people to public art. This is first and foremost has been an art exhibit.", states co-chair, Julie Walters.

"Our bulldawgs have given people one more reason to visit Athens and experience all our city has to offer. Our bulldawg art exhibit has not only highlighted local artists and the masterpieces they have created, but also benefited local charities. This project has been an outstanding example of how various city, art and private sectors can become involved in a single project in order to further the arts in a community", said co-chair, Linda Ford.

It has been a very successful project that now must come to a close.

Some of these bulldawgs are leaving the streets of Athens, and some have been fully adopted by their original patron and now have new owners. The adopted bulldawgs are: Georgianium by BB & T, Caesar Dawgustus by Phil Hughes Honda, Bugga by American Pest Control, Thurston LaDonnahue III by Athens First Bank and Trust, Game Dawg by St. Mary's Health Care, Dawg Walker by the UGA Alumni Association, The Blue Dawg of Happiness by Silver and Archibald, Scarlet by Wells Fargo and Vincent Van Go Dawg by Dr. Richard Blue and Georgia Dawgs. Other dawgs staying in their yards are Downtown Dawg by Chastain and

Associates, Three B's Canine by Athens Dental Center, Clover by Georgia 4-H, Chase the Dawg by the Athens-Oconee Junior Woman's Club at Memorial Park, Manu by Athens-Oconee Parent Magazine at Southeast Clarke Park, Freedom Stands Guard by the Fire Station, A-Pooch-ecary at the UGA School of Pharmacy, ABC Dog at Lay Park and Sky Dawg at Ben Epps Airport.

The four foot tall bulldawgs that will be in the pound and up for adoption in an on line auction will be, Classic City Bulldawg located at the Georgia Square Mall, Argo Dawg located at HillTop Grille, Dawg Fan located at the Courthouse, I Thought You Said Bullfrawg located at Charmar, Reflections of a Classic City, Carmen Mirandawg located at Dr. Gibson's office on Prince Ave., Show Dawg at The Classic Center, Dawgwood Bark on Broad Street downtown, Athens Music Scene at Wachoiva, Theana at Suntrust Bank, Covered Bridge/Trestle Dawg at Regions Bank, and Dawg Days in Five Points located on Lumpkin Street. Also available for auction will be a 17" version of A-Pooch-ecary.

The dawgs in the pound we be sold during an on line auction on E-bay. The on line auction for bulldawgs will be September 18-28, 2010 at www.Ebay.com. The bulldawgs will be taken to new yards or the pound on Dawg Catcher Day- Saturday, October 2, 2010.

All proceeds from the on line auction will be donated to AIDS Athens. AIDS Athens was formed in 1987 and is a non-profit 501 © (3) organization with offices on Park Ave. in Athens. AIDS Athens serves to address the needs of individuals infected and affected by HIV/AIDS through support services and to prevent the spread of the disease through education and outreach.

"AIDS Athens was one the original 10 charities that we donated funds to from the bulldawg auction in 2003. They are a very efficiently ran non-profit, who has consistently filled a vital need in the community and we want to continue to support them and the great works they do," shared Julie Walters.

For full details on AIDS Athens you can visit their website at www.AIDSAthens.org. For more details on the We Let The Dawgs Out art exhibit you can visit their website at www.WeLetTheDawgsOut.com. Auction will be located at www.ebay.com September 18-28, 2010.

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