

## Longview Anti-Drug Coalition COWS Project



The Longview Anti-Drug Coalition began planning a project called "Cowlitz COWS Are Coming" in 2009. The motto of the project became "Kidz-Ubooze Ulose" which was the winning entry in the slogan part of the contest submitted by a 1st grader. Local students were invited to design a COW for the herd as well as the slogan and there would be gift baskets for the best of each. T-shirts were distributed to school kids promoting the campaign.

The designs were done on paper prototypes of what the finished COWS would be. Then local partners cut out the COWS from full sheets of plywood. Each COW had a body piece, an ear piece, a tail and a stand to hold her up. Each COW was painted per her design. Students designed COWS on themes such as music, cowboy, skiing, and patriot. The COWS were "adopted" by local businesses, citizens or groups.



A media campaign about "The COWS Are Coming" began with clues in The Daily News each day. COWS popped up in various places and readers would use the clues to find the COW each day. At the end of the contest a winner was drawn by the newspaper among those who had found all the COWS. Finally, the COWS made their debut as a group in public. Their final stop for the year was taking up an entire side of the "Dairy Barn" at the Cowlitz County Fair.

Funds raised from the COWS continue to sponsor Teen dances and other projects that are not within the scope of the DFC Grant funding, yet provide safe drug- and alcohol-free events for students to socialize.



The COWS continue to be used at Fairs and DFC-sponsored events around the community and are always met with a smile and reminiscing by passersby about the year they were created and why.



**For More Information on how you can participate in a COWS Fundraiser, please Contact the Longview Anti-Drug Coalition at 360.423.6741**