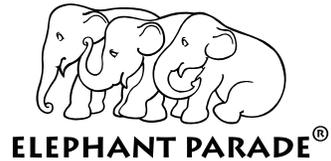


It's never been  
in the U.S.,  
of course there  
are questions!



COMING TO DANA POINT  
AUG 23 – NOV 16, 2013

### 1. WHAT IS ELEPHANT PARADE?

A powerful mix of art, business and charity, Elephant Parade® is a socially-conscious business enterprise focused on preserving a future for the Asian elephant which is now threatened with extinction.

### 2. HOW DOES IT WORK?

Elephant Parade organizes large public art exhibitions featuring colorfully decorated, life-size baby elephant sculptures created by local and international artists, and then displayed throughout a host city over a period of several months for all to see for FREE. The elephants are then auctioned to raise funds for The Asian Elephant Foundation supporting various conservation programs.

### 3. WHERE HAS IT BEEN?

The open-air art exhibition has travelled across the globe with past appearances in London, Singapore, Milan, Amsterdam and others major cities, and is now making its U.S. debut in Dana Point, Southern California in August 2013.

### 4. WHY WAS DANA POINT SELECTED FOR THE LAUNCH INTO THE U.S.?

As an oceanfront destination dedicated to the preservation of the planet's creatures, Dana Point thinks beyond the boundaries of land and sea to raise awareness for the crusade of conservation across the globe. And Dana Point is a breathtakingly beautiful backdrop to showcase this artistic spectacle of culture and creativity.

### 5. HOW LONG WILL ELEPHANT PARADE BE IN DANA POINT?

The activities will kick-off the weekend of August 23rd where the collective herd will be showcased at Doheny Beach. After that weekend, each elephant will find its individual home around Dana Point for over ten weeks!

### 6. WHERE WILL THE ELEPHANTS BE ON DISPLAY?

With dozens and dozens of art sculptures — plenty of locations! Primarily, elephants will be placed in high-pedestrian-traffic, visitor-focused locations around Dana Point, including the Harbor, local beaches, public parks, resort properties, etc.

### 7. WHO IS INVOLVED?

Anyone and everyone who wants to join the conversation. Through the support of community leaders, celebrity activists and corporate brands, the unique concept connects a variety of thoughtful individuals, organizations and companies across the globe on the crusade for conservation.

### 8. WHAT IS THE ROLE OF THE RESORT PROPERTIES?

The collection of noteworthy local Resorts — St. Regis Monarch Beach, The Ritz-Carlton Laguna Niguel, Marriott Laguna Cliffs Resort and Spa, and DoubleTree Suites by Hilton Doheny Beach/Dana Point — share a common bond of preservation of the environment, in addition to bringing awareness to Dana Point. The Resorts of Dana Point united to fund the event and provide the destination with greater exposure to locals and visitors.



## 9. WHAT IS THE BACKSTORY OF ELEPHANT PARADE?

Elephant Parade was founded in 2006 by father and son team, Marc and Mike Spits. The exhibition was inspired by Masha, a baby elephant they met in Thailand who lost her leg after stepping on an abandoned landmine. She became the world's first baby elephant to be fitted with a prosthetic limb. Moved by her journey, the Spits created the Elephant Parade to raise global awareness and support for the Asian elephant population, now threatened with extinction.

## 10. HOW DOES IT HELP?

Proceeds from Elephant Parade full size exposition statue sales and an additional 20% of the Elephant Parade net profits are donated to The Asian Elephant Foundation, an independent charity created to financially support and actively monitor projects aimed at the survival and welfare of the Asian elephant.

## 11. DOES IT REALLY WORK?

To date, this unique concept has contributed over \$6 million (USD) supporting an array of efforts and organizations – from establishing mobile elephant hospitals and enhancing natural wildlife corridors, to lobbying governments and funding research projects.

## 12. IS THE ASIAN ELEPHANT ENDANGERED?

Yes, and critically so. Over the last 100 years, The Asian Elephant population has shrunk by over 90%! In 1960, there were over 35,000 Asian elephants in Thailand. Today, less than 3,500 elephants remain of which only 1,500 live in the wild.

## 13. WHO ARE THE ARTISTS?

From acclaimed artists and well-known celebrities, to renowned architects and creators of designer brands, to community leaders and aspiring creative students – the perfect participant is an ambassador of the cause, and has a following that will increase demand for their art at auction.

## 14. ARE THE ARTISTS PAID?

As a thank you for their imagination and dedication of time, each artist receives 15% of the gross final sale or auction of their sculpture.

## 15. WHO ARE PAST CELEBRITIES AND ARTISTS?

With more than 800 artists creating original Elephant Parade art pieces, each participant represents a cultural unity between Asian artists and the host country. Past artists and celebrities include:

Diane von Furstenberg	Nina Campbell
Isaac Mizrahi	Peter Beard
Jack Vettriano	Prince Michael of Kent
Kat Deely	Tommy Hilfiger
Katy Perry	And many more!
Lulu Guinness	

## 16. WHAT IS THE AUCTION PRICE OF AN ELEPHANT?

It varies depending upon the artist, location and other factors. In London, Jack Vettriano's design sold for more than \$240,000 USD!

## 17. HOW BIG ARE THE ELEPHANTS?

The Exhibition Herd are life-sized (6' L x 5' H x 3' W) and the Tribute Collection, reproductions of previous designs from past host cities, are half-size (3' L x 3' H x 1.5' W).

## 18. WHAT ARE THESE ELEPHANTS MADE OF?

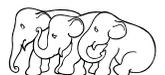
The elephant sculptures are made of flame-retardant fiberglass, reinforced on the inside with steel rebar. As for weight, they're much lighter than a real elephant — approximately 125 pounds and mounted to large plinths for security and safety.

## 19. HOW CAN YOU EASILY OWN YOUR PIECE OF THE PARADE?

A handful of select designs from each event are selected for scaled-down reproductions of various sizes, as well as merchandising. Hand painted, the special, limited editions are sold online and at various events and locations in Dana Point. For more information on merchandise, visit [www.ElephantParade.com](http://www.ElephantParade.com).



in aid of  
**THE ASIAN ELEPHANT  
FOUNDATION.ORG**



For more information, please visit [ElephantAmerica.com](http://ElephantAmerica.com)