



Press release

Parade the Circle Event Paints a Picture of Fun

Adding color to thousands of lives in Cleveland

CLEVELAND, OH, August 15, 2011 – Parade the Circle is a fun and free celebration that features a parade, activities, live music and food in Cleveland, Ohio. The parade, sponsored by The Cleveland Museum of Art (CMA), incorporates the drama and artistry of colorful floats, puppets, costumes, dancers and musicians. Glidden currently has a sponsorship with the CMA and Parade the Circle was just one of the exciting exposure opportunities in which the Glidden brand was invited to participate.

Thousands of visitors stopped by the “Live a More Colorful Life” tent to check out what the colorful booth was all about. Children of all ages had the opportunity to paint an animal mask and wear it. One little girl said, “You mean, I get to look like a butterfly all day?”

Children’s masks were not the only colorful activity in the tent. For older artists, there were three community murals to paint. Each artist could color a 2x2 inch square that had a specific color palette, designed by AkzoNobel’s Color Marketing team to create an ending image of a butterfly, hot air balloons or flower. The murals were inspired by artist Chuck Close and will be donated to Cleveland charitable organizations, adding color to their environments.

“This was one of the most exciting events ever!” Director of color marketing, Barbara Richardson said. “All our visitors were so engaged in our activities, which was incredibly heart warming. I am still amazed by how patient everyone was to participate in the painting activities.”

Below are the finished murals from the day’s events.



“Floating Hope”





“Free Butterfly”



“Purple and Yellow Flower”

About Glidden Paint

The Glidden Paint brand offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex paints that were developed and marketed under the Glidden brand decades ago, to today’s broad assortment of versatile paints, Glidden makes it easy for consumers and paint contractors alike to turn inspiration into action and add color to people’s lives. Available nationwide at The Home Depot, Walmart, company-owned Glidden Professional Paint Centers and other fine retailers, Glidden Paint is a brand of AkzoNobel, the world’s largest paint and coatings company.

About AkzoNobel's U.S. Decorative Paints Business (Akzo Nobel Paints LLC)

Within its U.S. paints business, Akzo Nobel Paints LLC produces a portfolio of well-respected brands, including Glidden®, Glidden Professional™, Ralph Lauren® and Devoe® paints; Flood®, Sikkens® and Synteko® wood care products; plus Liquid Nails® adhesives

and caulks. Products are sold through company stores, national/retail outlets, distributors and independent dealers in the United States and Puerto Rico as well as exported internationally.

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