



Painting a strong connection

An invitation to complete

June 2012



“Big return from creatively investing scarce resources

What is the proposal?

The Proposal is to paint this bridge in cork the same color of the golden gate bridge in San Francisco (International Orange (Golden Gate Bridge) #C0362C Painting the bridge on the south link road in sunset orange color to look like the golden gate bridge in San Francisco which will celebrate the links of Cork and San Francisco

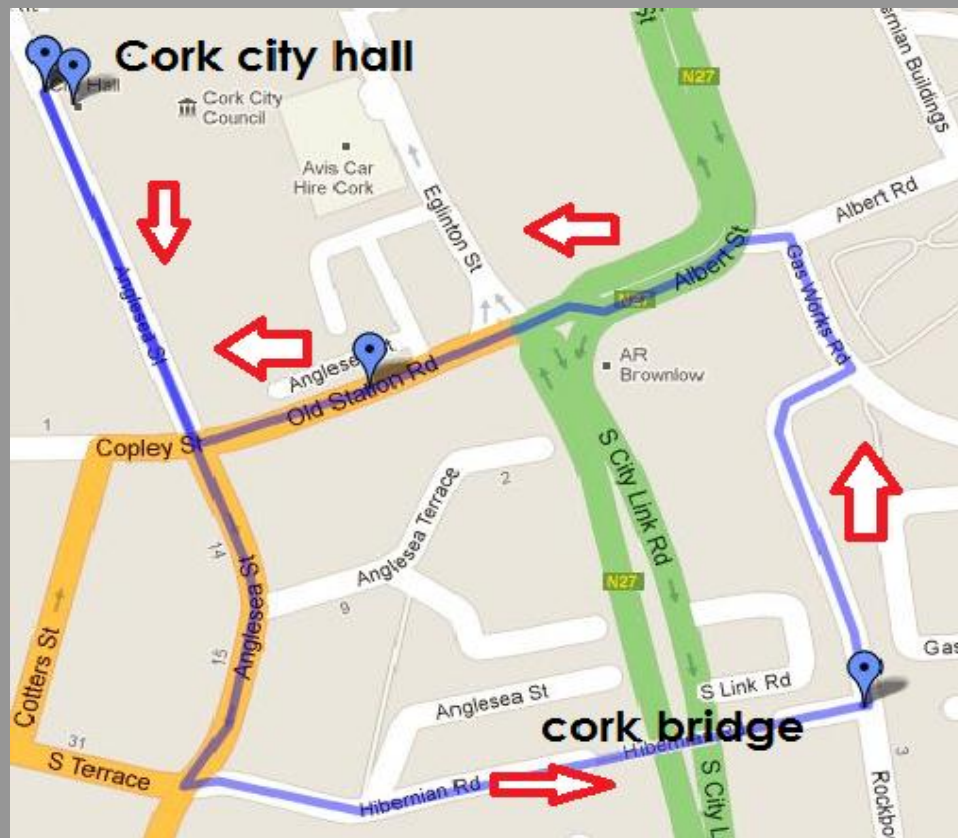
Why?

Cork is twinned with San Francisco, and they are both great cities with a long history of commerce and strong international friendship as a symbol of that strength I propose to paint this bridge the same color as the golden gate bridge to celebrate it connections.

This is a great opportunity presenting itself now that should not be passed up. It is the 75th anniversary of the golden gate bridge, a great promotional, photo and marketing opportunity for cork just by changing the color you create a new distinctive destination one more place to go when in Cork.

Is it Cost effective?

The bridge need to be painted anyway! So using a different color creates an opportunity to create a low cost high impact fun destination for the city of cork as well as its visitors.



“Introducing the 15 Minute Walking route”

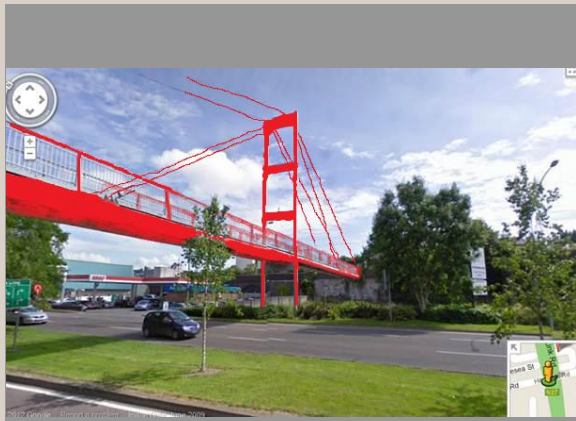
A round trip walk over the cork version of the San Francisco Bridge takes a total of 15 minutes to complete from the steps of cork city hall. <http://goo.gl/maps/lcj2>



A suburban health activity zone!

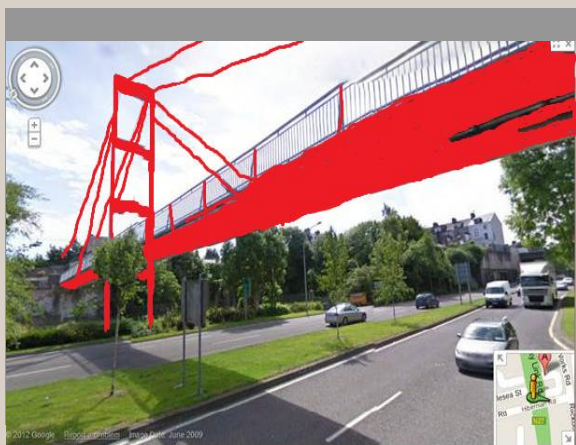
A tourist destination!

Given its close proximity to cork city hall it provides an opportunity to promote a healthy urban walk for all to enjoy. It can be for locals on the weekend business people on a lunchtime exercise or global trekkers curious to find out more about this interesting feature with global connections. It is truly a win; win for all sectors of the community.



For health, trade, locals and visitors!

Tourism is an essential income for cork, promoting cork and Ireland is high on the agenda for decision makers today with cost effectiveness an important ingredient. This proposal creates an effective commercial opportunity to connect with visitors.



The timing of this proposal coincides with the 75th anniversary of the golden gate bridge but along with 2013 the year of the return and diaspora program as well as 2014 the celebration of corks twinning with the city of san Francisco makes this proposal very cost effective “let’s get it done!”

“Highly cost effective proposal”