

For Immediate Release

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**OFFICE OF CULTURAL AFFAIRS ANNOUNCES
CORPORATE DONATION FOR REPAIRS OF
PEGASUS THE MYTHICAL WINGED HORSE**

The City of Dallas, Office of Cultural Affairs is pleased to announce a gift from **Mike Rowlett, President and CEO of Womack Machine Supply Company**, on behalf of his employees of a \$15,000 hydraulic power unit to replace an aging component of the famous Flying Red Horse, a symbol of the City of Dallas.

“Pegasus,” the mythical winged horse and neon icon is atop the **Magnolia Hotel** in downtown Dallas. The 40-foot Pegasus was originally designed by J.B. McMath in 1934 as an emblem of a then young Mobil Oil Company. However, the image of Pegasus first appeared on the world stage as early as the late 19th century, when several members of the Standard Oil Trust began using the winged horse to identify their fuels. ExxonMobil continues to use “Pegasus as its trademark bringing a message of freedom and technological empowerment to automobile drivers across the country, as it once did in popular magazines.” A hybrid image of a swift winged steed, Pegasus, soon became a

symbol of the growing City of Dallas, and throughout its life, the sign has shone as a beacon on the Dallas skyline, welcoming its citizens, greeting travelers and newcomers.

On April 3, 2006, Mr. Rowlett became inspired to lend his support to the City of Dallas after reading an article titled “Pegasus Skyline Icon Gets Some TLC, Grant Gives Neon-lit Pegasus Needed Attention” featured in the *Downtown Business News*. This article highlighted the generous gift of attorney **Robert B. Payne, Sr.** to *the Dallas Adopt-A-Monument, “Pegasus Maintenance Fund.”*

Steve Boone, Regional Sales Manager at Womack Machine Supply, contacted the Office of Cultural Affairs to get the specification for the manufacturing of the new power unit. This power unit will allow the City to conduct ongoing repair and maintenance of the neon sign.

To install Womack Machine Supply Company’s gift, the Office of Cultural Affairs has engaged a talented project team of **Alan McGrew, General Manager of Starlight Sign LP**, and **Tom Mullins, Manager of Cactus Environmental Services**. Additional thanks go to **Paul Lindenberger, Directors of Operations, Downtown Dallas** and **Dave Fremder, Chief Engineer, Magnolia Hotels**. The donated hydraulic power unit will be lifted from “Pegasus Plaza” to the roof top of the Magnolia Hotel during the week of September 24, 2007.

The installation of this hydraulic power unit is the first phase of a project to upgrade the systems used to illuminate and rotate the 40-foot horse. The current Pegasus is a replica of the 1934 original, which had deteriorated after more than 50 years’ exposure to the elements, when it was replaced by the replica in 1999. The Pegasus requires regular maintenance to replace the neon that has burned out, but more importantly, the location of the flying horse makes it vulnerable to Texas winds, causing extensive problems for the rotational system that will be addressed with a more permanent restoration in Phase Two.

The City applauds Mike Rowlett and the staff at Womack Machine Supply Company for helping to preserve our city’s cultural icon so that Dallas’ Pegasus will soar for generations to come.

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