



## PRESS RELEASE – 21<sup>st</sup> July 2010

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### Artistic Bovines all herded into new homes

The CowParade Charity Auction has reached its finale with the Online Auction component of the event concluding on Tradeaway on Monday 19<sup>th</sup> July.

A flurry of frantic last minute bids saw more than \$90,000 raised through the Online Auction adding to the \$364,600 reached with the sale of the 53 live lots in Busselton.

Miss Beau Vine topped the bidding price with \$8750 and artist Susan Hood was delighted with the result.

“There was a small amount of negativity from people who didn’t look at CowParade as a community charity event. When I repaired her, the Visitor Centres were referring people to my studio and I got to see the joy of the visitors. CowParade has brought a lot of people together.

“The live auction was fantastic and I was also glued to the screen watching the Online Auction bidding at the end, it was great that it opened the bidding to other people” said Ms Hood.

Event Manager Sharon Batley from the Augusta Margaret River Tourism Association (AMRTA) is excited that all 85 members of the CowParade herd have found new grazing locations throughout Australia.

“The Margaret River region and wider Australian audiences have really got behind CowParade Margaret River and the success of the two Auctions is a credit to the thousands of people who followed this event” said Ms Batley.

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