



PRESS RELEASE – 14th April 2010

Beatles Cow heads east

The annual Margaret River Wine Region Festival recently caught a case of the mad cow fever which is sweeping Australia's South West.

Xanadu Wines in Margaret River have been playing host to a very special customer since the Labour Day long weekend.

Amidst a splendid set of Beatles renditions 'The Beatles White Album 40th Anniversary Tribute' cow went under the hammer in spectacular fashion at the Cabernet Cabaret and Wine Auction. While this mooovellous bovine will remain a grazing attraction in Xanadu's grassy courtyard until the end of June, she will then be roaming across the Nullarbor to a new home in Melbourne!

The winning bidder was MBT International. General Manager William Chang plans to showcase the piece painted by Deanne Haddow in a trendy CBD venue named 'Jwow Bar'.

CowParade Event Manager Sharon Batley from the Augusta Margaret River Tourism Association (AMRTA) was thrilled to see the first of 85 cows find a new home. "It is fantastic that an auction normally based around wine can generate such a good price for cow art. It is a real credit to the value and quality of the artwork and to the CowParade event" said Ms Batley.

With Yoko Ono following MRCowParade on Twitter and plenty of other interest around the world, the \$6,500 mark fetched for the The White Album Tribute cow sets an excellent standard for the CowParade finale.

Jon Stevens and Daryl Braithwaite added further value to another member of the CowParade herd during the Vintage celebrations. The pair co-headlined the Vintage Concert at Leeuwin Estate and both included a cow stop at the Margaret River Visitor Centre in their itineraries.

The I've Been Everywhere Cow grazes at the entrance to the Visitor Centre and features 501 signature squares. The famous Australian entertainers signed 'The I've Been Everywhere Cow', adding to the already impressive list of signatures featuring pro surfers and politicians.

Augusta Margaret River Tourism Association (AMRTA) acting CEO Jayme Hatcher said that sponsoring the cow was an easy decision. 'The I've Been Everywhere Cow is special because visitors can purchase a square for \$20 for the chance to 'brand' a piece of CowParade history. She allows the community to be engaged because after all, CowParade is a free community event".

"All donations go to the designated charities and community projects" said Ms Hatcher.

Affectionately known as 'Check Mate' by designer Paula Bradley, the squares on 'The I've Been Everywhere Cow' were painted by numerous members of the Harvey community.

The Cow Charity Auction takes place at Signal Park in Busselton on Saturday 10th July at Signal Park in Busselton. A 51-strong selection of the 85 cows will reunite as a herd for one last time with the opportunity for CowParade enthusiasts to bid for their favourite bovine. The other cows will be auctioned online through www.tradeaway.com.au from July 10th – 19th. Tickets to the Cow Charity Auction are available at the Margaret River Visitor Centre on (08) 9780 911.

CowParade Margaret River runs from March through until the 27th June 2010 from Busselton to Augusta.

For more information on the event visit www.margaretriver.com.

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