



PRESS RELEASE – 7th April 2010

Cow Bombie's highly sought after surfboard!

The Channel 7 sponsored bovine named after one of Margaret River's most famous surfing breaks is sure to fetch an arm, udder and leg at the Cow Charity Auction in July.

Ryan Tate's iconic masterpiece "Cow Bombie" made some new fans recently at the Drug Aware Pro with many of the world's best swapping the wax for ink to sign the surfboard.

Local favourite and current world number one, Taj Burrow, joined reigning world champion, Mick Fanning, and 1999 world champion, Mark Occhilupo, in putting his stamp on Cow Bombie's board. Burrow also left his mark at Surfer's Point having performed brilliantly all week only to be pipped right at the post in a sensational and tense Men's Final.

From mid-April Cow Bombie will be available as a souvenir figurine from the Margaret River Visitor Centre as part of CowParade Margaret River. Cow Bombie is one of up to eight pieces to be selected for immortalisation as a figurine and will be available at future CowParade events that roam around the world.

Unfortunately the only thing missing from the figurine will be the signatures from the surfing superstars. If you would like to have this ultimately chilled and coolest of beasts in your lounge room or garden, signatures and all, you will have to join the queue at the Cow Charity Auction on Saturday 10th July, 2010. One lucky bidder will take this iconic part of CowParade history home.

Cow Bombie is currently calling Sea Gardens Cafe at Prevelly Park, Margaret River, home until 27th June. Owner Rachel England-Brassy is delighted to be hosting Cow Bombie who fits in perfectly with his stunning coastal surroundings.

"Cow Bombie has attracted many admirers and supporters since his arrival in March, and I think his cool casual surfing "mootude" rubs off on all our patrons as many folk are coming down to Sea Gardens Café, Prevelly Park, to sit and chew the cud with Cow Bombie" she said.

Cow Bombie's popularity as part of the CowParade herd is clearly evident in the SMS Poll results.

Those completing the Cow Trail Map are encouraged to SMS their favourite cow to **0412 055 255** to win a midweek night's free accommodation at the Grove Vineyard. The word 'cow' followed by its number (eg. cow1, cow24) must be entered to be eligible for the competition. For updates of the Top 5 cows visit www.margaretriver.com. Cow Bombie is closing in on current leader "Eco Rave Cow".

Another one of the CowParade favourites lit up the Cow Trail with a spectacular smoke show on Saturday 3rd April.

"Moothane Factory" grazes at Margaret River Home Hardware & Timber and has been designed to shoot smoke as a part of the artistic concept. Local artist Mark Heusso rigged up the cow so that his idea could come to fruition with impressive results, much to the delight of an admirable crowd.

Manager Paul Brown says that Moothane Factory has been a really big attraction for the store.

"About 50 people were there to see her turned on. We have actually installed a fog machine so that visitors can flick the switch and take a photo with Moothane Factory blowing smoke" he said.

This moooo-vellous event just keeps getting hotter and hotter! CowParade Margaret River runs from March through until the 27th June 2010 from Busselton through to Augusta.

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

ENDS

For further information please contact
Cory Gale
Marketing and Communications Coordinator
Phone: 9780 5914
Email: communications@margaretriver.com

AUGUSTA MARGARET RIVER TOURISM ASSOCIATION INC.

100 Bussell Hwy, Margaret River, Western Australia 6285

T: +61 8 9780 5911 **F:** +61 8 9757 3287 **E:** welcome@margaretriver.com **W:** www.margaretriver.com