



## PRESS RELEASE – 15<sup>th</sup> February 2010

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### **CowParade 2010 is Ready to Roam!**

After more than four months of being with their artists, the cows for CowParade Margaret River have been herded together for their final touch ups for what will be the largest collection by WA artists in an invitational exhibition in Australia.

80 masterful life-sized cows and five mini-moos have been meticulously crafted by local and nationally renowned artists alike to descend on the Margaret River region in Western Australia from March to June 2010.

Augusta Margaret River Tourism Association CEO Francine Errico said lots of blood, sweat and tears by the artists had gone into recreating the cows, and showcased the depth of talent in the local region and beyond.

“We know that some artists have become quite attached to their cows and a few have even alluded that they may try to buy back their cows at auction,” Ms Errico said

Many of the artists have a close association with cows or the dairy industry in their past and this has proved inspiration for their cow art.

Betsy Bush’s inspiration for her cow, *Cow Patch*, was closer to home, drawing on her memories as a mother.

“I spent 16 years hand stitching patchwork quilts for my daughters. That’s a lot of love to keep them safe while they sleep,” she said. Her cow captures this love and detail in stunning collisions of colour.

Renowned WA artist Robert Juniper went back to his early life to find inspiration for his cow, *Acer the Friesian*.

“Having worked on dairy farms in both England and West Australia, I’d always been interested in Friesian cattle, and see them as little black and white abstract shapes in the landscape” said Mr Juniper.

Having been moulded, twisted, decorated and transformed the cows will come together as a herd for the first time at the event launch at Colonial Brewery on 21<sup>st</sup> February.

Following this they will be put out to pasture at iconic destinations, attractions and businesses from Augusta to Busselton and everywhere in between.

CowParade runs from March through until the end of June 2010 from Busselton through to Augusta.

For more information on the event visit [www.margaretriver.com](http://www.margaretriver.com)

**ENDS**

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