



PRESS RELEASE – 10th July 2010

CowParade Auction Reaches Incredi-bull Heights

The CowParade Charity Auction was the hottest ticket in town when a sold out audience of 650 sponsors, bidders and spectators flocked to Signal Park in Busselton on Saturday 10th July to farewell the herd.

The auction was the grand finale of four months of public exhibition, which thousands made the trek to view. With great excitement all 53 lots found new homes with the majority of the new owners coming from the metropolitan area.

The majority of the 158 registered bidders ensured some stiff competition on the night with the first cow out of the ranks, Wow Cow, setting the benchmark at \$3800. It wasn't long before winning bids started reaching over \$10,000. The first big purchase went to Maggie May (Lot 8), with a purchase price of \$15,000.

The night certainly built to a crescendo when Lot 53, We Didn't Do It, got the crowd in raptures when it fetched top dollar for the night at \$18,000.

Artist Wendy Binks was delighted with the result.

"CowParade is an incredible and amazing event and I have been overwhelmed with the response as both an artist and gallery owner. My gallery has only been open six months in Fremantle and numerous people came through because of the event, or recognised my cow as part of the exhibition," said Ms Binks.

As a caving enthusiast Binks is delighted that some of the proceeds of her artwork will go towards the preservation and protection of some of the region's caves.

Some happy bidders will now be the proud owners of some iconic and unique art pieces.

"We have seen all 85 cows in location and Brahman the Barman is just awesome, definitely the pick of the bunch. He will hold pride of place in my home bar," said new owner, Jason Taylor.

Event organisers the Augusta Margaret River Tourism Association (AMRTA) were extremely overwhelmed with the response to the event climax.

CEO Simon Ambrose said, "I am encouraged by the support shown by the community again and again for this fantastic event. It has promoted Margaret River and its artists to an international audience".

The live auction has raised the bar for the online auction which kicked off at 7pm Saturday 10th July. Because all lots sold on the night, it is now expected that the online lots will attract greater interest as people now battle to snap up the few cows left.

The online auction will run until the 19th July. Interested bidders can visit www.tradeaway.com.au to view and bid on the remaining cows.

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