



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

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### **Moo-ve over - CowParade 2010 has been launched!**

Close to 500 dignitaries, sponsors, artists and media attended the much-anticipated launch for CowParade Margaret River 2010 at Colonial Brewery on Sunday 21<sup>st</sup> February.

Grazing of the CowParade herd took place for the first time in the lush, grassy expanses of the Colonial Brewing Company – home to Margaret River’s award winning ales.

Guests were treated to an up close and personal account of some of the inspiration and stories behind the artistic creations as they meandered through 75 of the final 80 masterful life-sized cows and five mini-moos during the afternoon.

Augusta Margaret River Tourism Association (AMRTA) CEO Francine Errico said this was an exciting moment for all of the 49 sponsors, 17 event partners and over 100 artists who have been involved in the project.

“The stunning array of colour and spectacle with the cow art will amaze people,” she said

“This is such a wonderful way to show the depth of talent we have in the local region, state and nation.”

CowParade was officially opened by the Honourable Brendon Grylls MLA, Minister for Regional Development. The event was supported by \$50,000 through Royalties for Regions, which specifically went towards the artists fees, to help cover some of the material costs.

“Regional development is about building on the amenities, attractiveness and the type of things that make people want to stay. Margaret River is certainly at the forefront of this” said Mr Grylls.

Mr Grylls also commented on the event’s world renowned status and expressed his delight at bringing an international event to regional Western Australia.

“It [CowParade] will be remembered as another great calendar event for this region.”

Tourism Western Australia (TWA) Acting CEO Stephanie Buckland joined Mr Grylls in congratulating the organisers in bringing this event to the State. “The TWA cow will be stationed at the Perth International Airport to greet visitors on arrival. The event definitely fits the model for the new TWA brand: experience the extraordinary!” said Ms Buckland.

Ms Errico paid tribute to the many people and sponsors who had been involved in making the CowParade a success.

“We have said from the onset that this event would only cost as much as we could raise. I am proud to announce that through combined cash sponsorship, grants and in-kind services and products, we have collectively made a \$1.2million event. The potential benefit to region is likely to be about \$25million.”

Most of the herd will assemble for one final time at the CowParade charity auction in Busselton on Saturday 10<sup>th</sup> July. In the mean time they will be put out to pasture at iconic destinations, attractions and businesses from Augusta to Busselton with some very exciting locations in store.

CowParade runs from 1<sup>st</sup> March until 27<sup>th</sup> 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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**AUGUSTA MARGARET RIVER TOURISM ASSOCIATION INC.**