



## PRESS RELEASE –26<sup>th</sup> May 2010

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### Go Figure!

The Margaret River region has just welcomed its latest CowParade arrivals and they are sure to create quite a stampede.

'Something to Crow About' by Ella Jackson-Walley and 'Cow Bombie' by Ryan Tate have been immortalised into stunning miniature ceramic bovines that look exactly like the real thing! This is an incredible credit to these talented artists and reaffirms the quality of the entire CowParade Margaret River herd.

'Cow Bombie' has been watching the waves roll in at Sea Gardens Cafe in Prevelly for the past 3 months and 'Something to Crow About' is nestled in the shade just off Bussell Highway at Margarets Forest in down town Margaret River.

The Margaret River Visitor Centre stocks a range of CowParade figurines from previous events around the world. So instead of having only memories and photos to remember this moo-vellous event complete your Cow Trail with the addition of a miniature replica for your home.

Speaking of taking a cow home, the tre-moo-ndous climax for CowParade is only just around the corner.

The Cow Charity Auction takes place at Signal Park in Busselton on Saturday 10<sup>th</sup> July and is your ONLY chance to see more than 50 of the herd grazing together in the one location – plus you have the opportunity to bid for your favourite cow.

Tickets to the Cow Charity Auction are \$55 and are available at the Margaret River Visitor Centre on (08) 9780 5911. Entry includes drinks and canapés and, of course, the exclusive privilege of spending an evening with the CowParade herd! Viewing of the cows commences at 3.00pm with the auction kicking off at 4.30pm.

CowParade enthusiasts from all over the world have been keeping a watchful eye on Margaret River and will also have the opportunity to bid for their favourite cow online if they cannot make it to the live auction. Bidding at [www.tradeaway.com.au](http://www.tradeaway.com.au) will start after the live auction closes and finishes on 19<sup>th</sup> July, 2010.

CowParade charity auctions around the world have generated over \$25 million and it is hoped that this event will make a big difference to the non profit beneficiaries of CowParade Margaret River. Be inspired and dig deep to purchase your very own fabulous work of art and piece of CowParade history.

Some of the charities and non profit organisations which will benefit from the auction include Telethon, Give me Five for Kids, Starlight Foundation, Regional Development Projects and Arts Margaret River.

The Augusta Margaret River Tourism Association's (event organisers) CEO, Simon Ambrose, is delighted to be able to support to the local and wider Australian community from this event.

"CowParade is so much more than a tourism-driven event and public art exhibition. It is also about the people and providing them with a free, world-class event that assists the community" said Mr Ambrose.

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

For more information on the Cow Charity Auction and to view your favourite cows and figurines follow the CowParade links at [www.margaretriver.com](http://www.margaretriver.com).

**ENDS**

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