



MEDIA OPPORTUNITY: TUESDAY 10th November 9am – 12pm

At Cowara Transport, Unit 4 – 61 Dowd Street, Kewdale, Perth

More Beautiful Bovines Disembark

The momentum for CowParade Margaret River is clearly building with a second shipment of CowParade cows being released from customs and available for artist collection in Perth tomorrow.

After their sea journey from Hong Kong, the cows will be taken back to homes and artists' studios to be artistically transformed into works of art for the much anticipated event, CowParade Margaret River.

The first shipment of cows arrived on the 19th of October and artists are already busy at work, including iconic Australian artist Ken Done who will paint his cow on the Sunrise program with the assistance of Sunrise Presenter, Natalie Barr tomorrow morning.

The Augusta Margaret River Tourism Association (AMRTA) CEO, Francine Errico said it was very exciting to see the event coming to fruition.

"The arrival of more cows is as exciting for us as it is for artists and this event is definitely shaping to be one of the must see events in the 2010 calendar" she said.

Once completed, the cows will be put "out to pasture" at wineries, galleries, restaurants, caves, lighthouses, local boutiques and businesses and many other attractions from March to June 2010 – so visitors will not only have the opportunity to see some wonderful art – but also have the opportunity to indulge in the diverse experiences that the Margaret River region is renowned for.

At the end of the event the cows will be auctioned off to raise money for charities and regional projects.

Margaret River is a mecca for talented artists and their creative input will make CowParade Margaret River an iconic event on the 2010 Australian calendar. CowParade is the world's most famous public art event and has been held in over 50 cities around the world over the last ten years including Paris, New York, Tokyo and London.

Perth artists will collect their blank bovines from the Cowara Transport Kewdale depot from 9am to 12pm and will be available for media interaction. **ENDS**

More information is available at the website: www.margaretriver.com/pages/cowparade-2010

If you have any questions please contact:

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