



PRESS RELEASE – 28th May 2010

mooSES Extraordinary Taxi Ride

Buckle up your seatbelts and brace yourselves for the most extraordinary adventure of CowParade Margaret River!

Tourism WA's (TWA) Extraordinary Taxi Ride is currently underway as a part of their first Experience Extraordinary tourism promotion campaign for Western Australia.

Although Doug and his passengers will be winding up their trip in the State's far north in the next few weeks, Margaret River will be having an Extraordinary Taxi Ride of their own!

The Margaret River region hosted the first leg of the Taxi Ride back in April and this time our Margaret River Taxis will be sponsoring mooSES journey on Tuesday, 1st June.

mooSES is one of only five mini moos in the exhibition and was selected as the designated roaming cow for CowParade Margaret River because of her experience in emergency situations. While mooSES has roamed her orange hide and boot-strapped hooves all over the region she is yet to take on anything as moooving and adventurous as the Extraordinary Taxi Ride.

Augusta Margaret River Tourism Association (AMRTA) CEO Simon Ambrose is excited to align with the TWA campaign.

"TWA's Experience Extraordinary campaign has been heralded as a unique, innovative and interactive way to promote the amazing state of Western Australia. The CowParade is a creative event that focuses on the artistic talents of our local community and beyond, and AMRTA is extremely grateful that we are able to take our mooSES on her own Extraordinary Taxi Ride through the wonderful Margaret River Region" Mr Ambrose said.

mooSES Extraordinary Taxiride will allow her to visit many of the herd and see how they're holding up before going to auction on July 10th. No doubt she will enjoy grazing on the different pastures at the other iconic attractions in the region instead of eating carpet at the Visitor Centres from Busselton to Augusta!

The itinerary includes a visit to Cape Leeuwin Lighthouse, Lake Cave, 'Cow' Town (Cowaramup), the beach, a local pub and a couple of wineries. It should be noted that mooSES does not drink because she is the emergency cow!

Tourism WA Manager Campaign Services, Ms Catherine Fethers, congratulated the AMRTA for leveraging the Extraordinary Taxi Ride campaign.

"The Extraordinary Taxi Ride has generated lots of excitement across the State, so it's great that the AMRTA have taken the initiative to combine the world renowned CowParade event with the concept of the State's current tourism campaign.

"The feedback received from Extraordinary Taxi driver, Doug Slater and the Leg 1 passengers, Jeremy and Dayna, about their time in the South West region was outstanding. They were blown away by the many extraordinary locations and attractions on offer in the Margaret River Region.

"We wish mooSES the best of luck for his own mini Extraordinary Taxi Ride," Ms Fethers said.

CowParade Margaret River runs from March until the 27th June 2010 from Busselton to Augusta. Tickets to the Cow Charity Auction are now available from the Margaret River Visitor Centre on (08) 9780 5911. Escape today and Experience Extraordinary with CowParade Margaret River!

For more information on the event visit www.margaretriver.com.

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