



PRESS RELEASE – 2nd June 2010

mooSES buckles up for Extraordinary Taxi Ride!

The Margaret River region has had another taste of the Extraordinary Taxi Ride, this time with a CowParade twist!

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

CowParade event organisers the Augusta Margaret River Tourism Association (AMRTA) and Margaret River Taxits took mooSES on an Extraordinary Taxi Ride of the Margaret River region on Tuesday 1st June, 2010.

mooSES is one of only five mini moos in the exhibition and was selected as the designated roaming cow for CowParade Margaret River. While mooSES has roamed her orange hide and boot-strapped hooves all over the region, the Extraordinary Taxi Ride was her most moooving and adventurous journey yet.

The Extraordinary tour began with a 'beer' theme. The first stop was a visit to 'Brahman the Barman' at Margaret River Hotel before checking out Colonial Brewery which is home to four of the moovelous CowParade herd! 'Mudders Milk' is perched on kegs and has plenty to keep her company inside. 'Naughty Icarus', 'Moo Moo Retro Couch' and 'The Cow of Many Colours' were more than happy to share some of their lush lawns with their mini friend.

mooSES felt right at home in 'Cow Town' (Cowaramup) for a visit to the three bovines, Maggie May, Belle and Free as a Cow before heading to Brookwood Estate to see how 'Sunrise' is enjoying her fame. Sunrise was painted live on television by Ken Done and Natalie Barr. Things are much more relaxed without all of the cameras and mooSES joined her fibre-glass companion to admire the Extraordinary view across the vineyards.

From vineyards to Friesians the landscape is Extraordinary in the Margaret River region from every angle. The region has a rich dairy heritage and there is an abundance of black and white beauties dotting the picturesque landscape. mooSES joined some of her more 'fleshy' cousins with a stroll across the Cattle Crossing at a local farm and a 'moo' across the fence. Surprisingly (or not?) they were quite bewildered at their mini orange relation!

'Enjoying a Tipple' has been perched on a couple of wine barrels at The Grove Vineyard for the past few months. Of course, she was enjoying a tipple, while mooSES had a water because she does not drink in uniform! A whole bus full of visitors were lavishing in much more than a wine when mooSES arrived at Moss Brothers to catch up with 'Karta Warra'. Her splendid waugal and Aboriginal designed coat is looking as stunning as ever.

Heading south down Caves Road mooSES' itinerary included two of the Extraordinary natural experiences on offer in the Margaret River region.

Lake Cave boasts an ancient, underground wonderland of dazzling limestone and is also home to a most unique resident. mooSES wasn't quite agile enough to descend the steps into the splendid Lake Cave doline, but she could still see her friend 'The Dark Cow' suspended above the cave entrance. The tall karri trees emerging out of Lake Cave are plentiful in the majestic Boranup Forest where mooSES appeared even more mini! It was an Extraordinary setting for a very brief hike, or 'roam', through the woods.

The next Extraordinary stop for mooSES was Augusta. Flinders Bay has recently welcomed the return of the Southern Right and Humpback Whales and mooSES thought it would be fitting to try and spot some whales and even took a quick dip in the beautiful blue water!

Mainland Australia's tallest lighthouse at Cape Leeuwin has been playing host to 'Moorine Marauder'. Decked out in full pirate gear Ms Marauder has played coastal watch looking through her periscope out to sea where two oceans meet and ensuring that no ships are in distress.

mooSES Extraordinary Taxi Ride was wound up with a couple of stops on the way back to Margaret River. 'The Wine Maker' has had a hectic few months working with the Watershed team to bottle the 2010 vintage and mooSES couldn't resist having a hoof-full of grapes!

Finally, on the last leg of the journey mooSES was reunited with her four other mini moos! The Extraordinary Taxi Ride team left this til the last stop and after gazing through the window at her miniature counterparts, mooSES finally joined her crew inside the reception.

The Extraordinary Taxi Ride 'mooSES-style' was a splendid showcase of the diverse and Extraordinary experiences on offer in the Margaret River region.

Lester George from Margaret River Taxis was the ideal driver for mooSES Extraordinary adventure.

"I'm born and bred in Margaret River and grew up on a dairy farm at the end of Osmington Road" said Mr George.

After experiencing the Extraordinary Margaret River region and learning that the CowParade herd are in great spirits before finding new homes at the Cow Charity Auction, mooSES can now rest easy after a job well done.

The Cow Charity Auction takes place at Signal Park in Busselton on Saturday 10th July, 2010. Tickets are available from the Margaret River Visitor Centre on (08) 9780 5911.

For a more detailed breakdown of mooSES Extraordinary Taxi Ride visit www.margaretriver.com. A full album of moovelous photos are on Facebook, just become a fan of the Margaret River Wine Region or befriend MissArt Mooveau!

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