



DIARY ALERT

Blank Bovines to Arrive 19th October

The Augusta Margaret River Tourism Association (AMRTA) is thrilled to announce that the first shipment of CowParade cows will arrive in Fremantle on the 19th of October.

The 32 life-sized fibreglass cows are expected to be released within a few days of arrival once routine customs inspections and paperwork are completed. The bovines will then be transported by Cowara Transport to Perth and Margaret River depots, ready for selected artists' collection.

Artists will take the cows back to their homes and studios where they will artistically transform the bovine canvasses into works of art for the much anticipated event, CowParade Margaret River. One cow will even continue its journey on to Sydney where it will be painted by iconic Australian artist Ken Done with the assistance of Channel 9 Sunrise Presenter, Natalie Barr.

Further shipments of cows are expected before Christmas with the aim of achieving a 96 cow event.

AMRTA CEO Francine Errico said it was wonderful to see the event progress to the next stage and the arrival of the cows will breathe life into the event as artists start to transform them,

"We know from the artist's submissions that Margaret River will be full of colour, fun and surprises during CowParade Margaret River from March to June 2010."

Once completed, the cows will be put "out to pasture" at wineries, galleries, restaurants, caves, lighthouses, local boutiques and businesses and many other attractions— 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 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.

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

The AMRTA will send further information about media opportunities once customs has confirmed the release date of the cows. If you have any questions please contact:

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