



MEDIA OPPORTUNITY: FRIDAY 23rd October 11.00am

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

The Blank Bovines Have Arrived!

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

The 32 life-sized fibreglass cows will be released from customs within a few days and will be delivered to key pick up points around the country.

Selected Perth artists will collect their blank bovines from the Cowara Transport Kewdale depot on Friday the 23rd of October. Minister for Regional Development Hon. Brendon Grylls MLA and renowned artist Len Zuks will be there to welcome the cows to Western Australia and will be available for media interaction at 11:00am on the day.

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. Most cows will make the onward journey to the South West of WA and several cows will even continue on to the East Coast. This includes the cow of iconic Australian artist Ken Done who will paint his cow with the assistance of Channel 7 & GWN Sunrise Presenter, Natalie Barr in Sydney.

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 CowParade will be full of colour, fun and surprises” 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– 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.

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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