

MOO'VE over Michelangelo! Artists Wanted for CowParade

The world's most famous public art event, CowParade, is coming to the Margaret River region. The "Steering" Committee, made up from representatives from the Augusta Margaret River and Busselton Shires, Arts Margaret River and the Augusta Margaret River Tourism Association is calling for artists, schools, community groups and creative individuals to get involved.

Over 100 talented artists will have the opportunity to transform a cow into 'moo'ving' pieces of art as part of the CowParade event taking place in Margaret River. Once completed, the cows will be on public display throughout the region from March 2010 to June 2010.

AMRTA CEO, Francine Errico said "The AMRTA will launch an innovative marketing campaign to support this exciting venture that will span over 14 months. The event presents an exciting opportunity for artists and creatives alike and could act as a springboard for new artists' careers".

"This event is an excellent opportunity for artists to showcase their creative talent to approximately 648,000 local and international visitors that are expected to visit the Margaret River region during the event period. The event will also attract high profile artists and sustained media exposure."

The AMRTA recognises the event's potential to provide an economic boost to the arts industry, as Margaret River will be the first region in the world to host the event. An estimated \$100,000 could be injected into the arts community through honorariums paid to artists involved in the event.

The CowParade has been held in over 50 cities around the world including 'udderly' fabulous destinations such as Paris, Tokyo, London and New York. Each event is unique and although the shape of the fibreglass cow sculptures does not change from event to event, local artists are challenged by the works of previous CowParade artists and inspired by their own cultural contexts and personal vision of what a cow should look like.

AMRTA CEO Francine Errico said hosting an internationally acclaimed event such as CowParade in this region would not only raise the profile of the destination but also create new reasons for people to visit and increase their length of stay, bringing increased economic benefits to local business and the community.

"The event is a win-win for everyone and it is wonderful that the cows will be auctioned off at the end of the event to raise money for charities and regional projects".

Shire President Steve Harrison said the CowParade had great scope for community involvement.

"CowParade will be a fantastic opportunity for artists, schools, businesses and community members alike to get on board with this iconic public art event," he said.

"The Augusta-Margaret River Shire looks forward to seeing this event and many more being hosted within our region."

Artists, individuals or groups interested in submitting an application to paint, sculpt or decorate a cow are invited to contact Sharon Batley on (08) 9780 5904 or Arts Margaret River on (08) 9758 7316.

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

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