

Ken Done Joins CowParade Margaret River

One of Australia's most iconic artists, Ken Done has joined CowParade Margaret River as a guest artist.

Best known for his stylised and brightly coloured design work, Done has become a household name in Australia. Originally from Sydney, the artist has staged over 50 exhibitions in Australia, Japan, France, United Kingdom and the United States.

Mr Done was thrilled to be part of CowParade Margaret River.

"Having already painted one cow for an International Exhibition, I'm delighted to have the opportunity to paint another one for such a good cause. Cows are such contented and lovable creatures."

GWN Marketing Manager, Brooke Thomas successfully secured Mr Done to work with Sunrise Presenter and former GWN reporter, Natalie Barr, to artistically transform the GWN Cow.

As media partners sponsors of the event, Ms Thomas said GWN is extremely excited to be involved in an international event in regional WA and excited about generating funds for its designated charity.

"We look forward to raising lots of money for Telethon."

Ms Barr is equally excited about being involved in the event and working alongside Mr Done.

"I am beside myself! This is a huge deal for the West and for Margaret River - an international exhibition in my old backyard. And to share the painting with Ken Done... wait until he sees me wield a paint brush! I cannot wait."

Augusta Margaret River Tourism Association (AMRTA) CEO, Francine Errico explained that having another high calibre artists on board serves to cement the artistic integrity of the event.

"It is a great honour to have Ken Done involved in our event. His participation will no doubt draw attention to the event and also help raise the profile of other contributing artists."

The AMRTA estimates that CowParade Margaret River will be viewed by approximately 650,000 people and result in around a 15% increase in visitation to the region. The event is expected to generate an additional \$25 million to the region's economy.

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For further information please contact
Jasmine Meagher
Marketing and Communications Coordinator
Phone: 9780 5955
Email: communications@margaretriver.com

AUGUSTA MARGARET RIVER TOURISM ASSOCIATION INC.

100 Bussell Hwy, Margaret River, Western Australia 6285

T: +61 8 9780 5911 **F:** +61 8 9757 3287 **E:** welcome@margaretriver.com **W:** www.margaretriver.com