

CowParade Mooving right along

The Augusta Margaret River Tourism Association (AMRTA) is pleased to announce that it has secured enough funding to order the first 32 cows for the internationally recognised CowParade art event which is to be held in the Margaret River Region.

AMRTA CEO Francine Errico said the Committee of Management were extremely pleased with funding progress and gave their support to begin ordering the cow canvases at their committee meeting this week.

“We certainly hope to acquire further funds to increase the amount of cows to our desired total of 96, but we still have a couple of months to reach our target and are feeling very confident with the discussions we are currently having with other potential sponsors.”

“In addition, we have received more than \$300,000 worth of media sponsorship and promotion for this event, which will bring with it huge exposure and benefits for the region.”

CowParade is the largest and most successful public art event in the world and Margaret River will become the first region in the world to host the event, which has been held in major international cities such as Paris, London and New York.

The proposed 96 cows, which will be painted by local and Western Australian artists, will be in placed throughout the cape to cape region from March to June 2010.

“We have also received a great response from our ‘call to artists’ with some exciting and creative artists’ ideas starting to come in. We will also be conducting further artists briefings in Busselton, Bunbury and Perth in the coming weeks,” Ms Errico said.

Ms Errico said they had even received their first booking this week from the UK from visitors who specifically wanted to come during the time of the event.

“This event is certainly going to bring some wonderful benefits to the community and local businesses, and we are already beginning to see this happen.”

It is estimated CowParade will bring \$23 million dollars to the local community during its four month duration, plus an estimated \$500,000 towards local project and charity.

If you are interested in sponsorship opportunities or being involved in painting cow for the CowParade, please contact Sharon Batley on 9780 5904 for more information.

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For further information please contact

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