

Telethon set to benefit from CowParade

Telethon is set to become one of the major beneficiaries of CowParade, along with important regional projects such as Jewel and Mammoth Caves and the Cape Leeuwin Lighthouse.

Augusta Margaret River Tourism Association CEO Francine Errico said as part of the CowParade event, the cows are to be auctioned off at the end, which will raise money for a variety of causes.

“We are delighted Telethon has come on board as one of the major beneficiaries of the event, and are the direct beneficiary from sponsors GWN and Channel 7. We are also working closely with Telethon and other sponsors to maximise the benefits for this wonderful and worthwhile cause.” Ms Errico said.

For more than 40 years, Telethon has provided financial assistance for the benefit of health and wellbeing of children in WA and has raised more than \$87 million which has contributed to a significant number of charitable organisations, children’s hospitals and research/medical facilities.

Telethon Manager Nicola Bedwood said they were very pleased to be involved with CowParade and to be a major beneficiary of the funds it will raise.

“We are delighted to be involved in The CowParade which will not only provide members of the public with a fantastic visual event but also necessary funding for the valuable children of our state. Telethon provides funding to an array of children’s charities and the auctioning of these amazing cows will provide much-needed support to these organisations”

Media sponsor RadioWest has also nominated “Give me 5 for kids” as their beneficiary. Give me 5 for kids started as a simple coin drive, but has now grown to encompass major fundraising promotions supported by regional radio stations across Australia. Funds raised from RadioWest cows from CowParade will be used to help ill children at Princess Margaret Hospital.

RadioWest General Sales Manager, Marie Buswell said for many families living in the country areas a trip to hospital meant hours of driving, sometimes longer than an entire day, and brought with it a myriad of concerns like where to stay, how to pay for accommodation, travel expenses and fuel costs.

“Together with Princess Margaret Hospital Foundation, Radiowest has initiated the Regional Assistance fund to help these families, taking some of the financial burden so the main things parents have to worry about is helping their child get the best medical care possible and helping them to get better,” Ms Buswell said.

Ms Errico said other regional projects would also benefit greatly from auction proceeds such as the Jewel Cave Preservation and Redevelopment project.

“This project is vitally important for the preservation of our one of our state’s natural icons. The upgrades at the site will also aim to increase tourism spend and visitation

to the region, create more than 50 jobs during construction and other full time positions after completion, and will help preserve and protect the natural habitat of threatened ecological species which live within the cave.”

Ms Errico said CowParade as an event had raised over \$25 million for charities and not for profit organisations around the world since its inception 10 years ago.

“Cows on average sell for between \$5000 and \$10,000 each with the highest ever selling Cow called Waga Moo Moo being sold for US \$145,000 in Dublin in 2003. Waga Moo Moo is a beautiful mosaic piece of art created with thousands of pieces of Waterford Crystal designed by renowned designer John Rocha.”

CowParade Margaret River will receive more than \$350,000 worth of media promotion through sponsors: GWN, RadioWest, Nova FM and Channel 7.

The AMRTA is still accepting artists’ submissions up until July 11th, and has already received some great concepts. For more information on how to get involved, contact Sharon Batley on (08) 9780 5904 or sharonbatley@margaretriver.com .

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