

PRESS RELEASE – March 23, 2007

FOR IMMEDIATE RELEASE

HAWKESBURY'S OWN ROCKING HORSE MAKER HITS HOLLYWOOD

McGraths Hill based Rocking Horse Maker, Restorer and Teacher, Chris Woolcock has yet another accolade to add after his recent 5000th horse milestone. A Beverly Hills, USA by appointment only baby boutique and website called *The Elegant Child* will be marketing and importing Chris's large and standard horses made from Hawkesbury plantation grown Tulip wood.

"The Elegant Child of Beverly Hills" has catered to Hollywood agents, managers and celebrities who want to give the "perfect" baby gift to their movie star clients. With Hollywood superstars such as Julia Roberts and Gwyneth Paltrow turning in movies for motherhood, The Elegant Child of Beverly Hills has been busier than ever completing gift baskets for stars such as Tom Cruise and Katie Holmes, JJ Abrams, Jerry Seinfeld, Celine Dion, Joely Fisher, Mark Wahlberg, Kelsey Grammer, Eddie Murphy, Dave Chappelle, BabyFace, Blink 182's Travis Barker, Marc Anthony, Denise Richards, Stella McCartney, The Rupert Murdoch Family, Liv Tyler, David Letterman, Kate Hudson, Courteney Cox, Will Ferrell, and Reese Witherspoon. The Elegant Child of Beverly Hills is the go-to spot for the hottest trends and baby classics."

The Elegant Child of Beverly Hills' appointment-only showroom boasts "the most irresistible and classic gifts that are tailor-made and sure to please even the most discerning recipients. Their incredible service and quality is not limited to local clientele. The Elegant Child is accessible worldwide via website and telephone where they offer great attention to detail and personalization." (elegantchild.com)

This achievement comes about by the hard work and follow-up of Darren Yesser from AUSTRADE in Los Angeles whose job it is to introduce Americans to Australian manufacturer's offerings. "After several emails, photos and a posted package of press clippings, articles and export pricing. The Elegant Child was excited to list our product on their website," says Viktoria Darabi, Chris's partner.

While all this was taking place, Madonna purchased a rocking horse for her adoptive son which happily brought rocking horses into the limelight in the US and on Australian talk back radio. Chris was interviewed by James Valentine from the ABC Radio National and Steve Price from 2UE back to back when the news broke.

More recently the highly successful G'Day USA promotion in the States with Bindii Irwin and The Wiggles has highlighted all things Australian and made the American's very Australia-aware. "Renaissance Rocking Horses has certainly benefited from Australia being an "American Flavour of the Month" in getting there horses off the ground in the US," said Viktoria

Chris's extra-carved large and standard horse retail for US\$4000 and US\$2500 respectively but you can purchase them ready made here one for a A\$3000 and A\$1595.

Ends

Captions for photos

A Standard Chestnut Rocking Horse



A Large Dappled Grey Rocking Horse with extra facial carving



