

EKKA!
FRESH
as you like
10-19 August 2006
www.ekka.com.au

media release

The Royal National Agricultural and Industrial Association of Queensland
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For Immediate Release

**Visit Ekka 2006 for plenty of
fresh laughs, fresh attractions, and fresh memories.**

Just one more sleep until Queensland's biggest and most anticipated Show, the EKKA, opens and the Royal National Agricultural and Industrial Association of Queensland (RNA) is encouraging Queenslanders to come along and see what's FRESH in 2006.

The Royal Queensland Show or "EKKA" kicks off on Thursday 10 August, running to Saturday 19 August at the RNA Showgrounds in Brisbane.

Royal National Agricultural and Industrial Association of Queensland (RNA) President Dr Vivian Edwards OAM said there was ten days of non-stop fun planned for the 130th EKKA.

"The EKKA has been held continuously at its present day site in Bowen Hills since 1876, with only two exceptions – 1919 when Brisbane suffered a Spanish influenza epidemic and in wartime in 1942 when the Showgrounds were used as a staging depot for troops moving north," Dr Edwards said.

"What sets our Show apart from others around the country is its unique location in the heart of this wonderful city and the undeniable support from people across the State.

"The EKKA provides many city people with their first and only opportunity to experience life in the country and see some of the best products and produce that Queensland has to offer.

"This year's EKKA will be as 'Fresh as you like!' with fabulous fresh entertainment, live music, showbags, food, pavilions, rides and much more," Dr Edwards said.

"Approximately 500,000 people are expected through the gates to learn, discover, be entertained, try, taste, buy, marvel and delight in the many wonderful things that make the EKKA the special event that it is."

This year's highlights include:

- **Events and Entertainment**

It's Showtime, so get ready for the extraordinary range of events and entertainment on offer. Rock returns to the EKKA this year with the Nova Live & Loud @EKKA Concert Series: Little Birdy (Friday 11 August); Evermore (Saturday 12 August) and Shihad (Saturday 19 August). For Moove Alley daredevils there are four new rides. The Australian cabaret circus, Bulldust and Spangles, will have the grown-ups wishing they too could run away and join the circus. Visitors of all ages can challenge themselves by climbing the Base Zero mobile climbing wall in Nova Park.

- **Competitions**

To many Royal Queensland Show exhibitors, a win at the EKKA is like winning an Oscar or Logie Award. In 2006 there will be almost 30,000 entries in 40 competitions showcasing Queensland and Australia's best. From wine to beef cattle, goats, dogs, and woodchopping to the new categories chainsawing, giant vegetables, felting and glass craft – competition will be fierce.

- **Showcasing Queensland's Resources**

Learn more about and enjoy the very best that Queensland has to offer – the best meats, fibres, grains, wines, fruits and vegetables. Tempt your tastebuds at the Woolworths Fresh Food Pavilion & Taste of Queensland Kitchen and Brisbane Markets Agricultural Hall and eat to your heart's content in the eating competitions at the International Food Village. Admire the natural fibre designs of Brisbane's leading fashion and student designers in The Coffee Club Parades and be delighted by the diverse range of animals on show from alpacas, to camels, beef cattle, pigs, and fish.

- **Partnerships and People**

The RNA Show Legend Award will again honour a person who has contributed to and been associated with the RNA and EKKA for an extended period of time. The Legend Award will be presented at the President's Reception on 15 August. EKKA 2006 Grand Champion sponsors include: The Coffee Club, Dairy Farmers, Coca-Cola, Energex, Woolworths, Pedigree PAL and Carlton & United Breweries.

EKKA Essentials

- Admission prices are \$21 for adults, \$11 for children (5 to 14 years), children under 5 are free and \$15 for adult concession.
- The EKKA opens daily at 9am.
- For more information about the EKKA and to plan your day, visit www.ekka.com.au.

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