

Media Release



Ekka
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Ekka organisers keep ticket price rise to just \$1

The cost of going to Queensland's biggest annual event, the Ekka, will cost visitors just \$1 extra this year, thanks to the efforts of organisers to keep prices as low as possible as families battle skyrocketing living costs.

Announcing special ticket offers available online today, RNA chief executive Jonathan Tunny said the RNA had made a conscious decision to keep gate prices as low as possible considering grocery, fuel and electricity costs were soaring.

"More than 70 per cent of the showgrounds is dedicated to free activities, where else can you pay one entry fee and enjoy a full day out at no extra cost, including the night time program, free concerts and more," Mr Tunny said.

"Unlike other themed attractions, we encourage families to pack a lunch box and sample a great array of free fresh produce and gourmet tastings.

"Without a doubt, a trip to the Ekka remains Queensland's number one great family value event with literally hundreds of free attractions and activities to experience once you're inside the gates."

Mr Tunny said the best way to gain the most value from the Ekka this year was to visit the new look Ekka website to buy tickets, plan your day and for the first time build your very own showbag wishlist.

"Our new look Ekka website has just gone live and this is where you can also choose from discount ticket packages which offers entry plus great value carnival coupon savings," he said.

"These package deals are available online at the Ekka website and end on Ekka eve (August 4) which is just four weeks away."

For diehard Ekka fans, the new Showbag Wishlist Builder will be a dream comes true. The new feature allows users to search the catalogue of showbags by content and work out exactly those which interest them, with the wish list emailed direct.

2010 Ekka ticket prices and online package deals are: Single adult ticket \$24; child \$14; concession \$18; family A (two adults, two children) \$58; family B (one adult, one child) \$33; children under 5 free. A Family Ride Bundle, is yours for just \$100 this year, offering a family of four entry to Ekka plus a \$55 strip of carnival coupons – a saving of \$13. A Single Ride Bundle, normally worth \$79, is yours for just \$64, which includes adult entry and a \$55 strip of carnival coupons – a saving of \$15. Or you can purchase for \$35 a strip of carnival coupons valued at \$40.

For further information, images or to arrange interviews please contact Veronica Carew on 3253 3930 or 0408 323 631 or Andrea Sackson on 3253 3931 or 0414 672 318.

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**The 2010 Ekka runs from August 5-15 at the RNA Showgrounds, Brisbane.*

