



# Media Release



# Ekka

July 20, 2011

## ATT NEWS EDITORS

## 2011 EKKA MEDIA LAUNCH

### Major announcements plus Grammy Award winner

Join us tomorrow for some exciting announcements plus an exclusive sneak preview of what the state's biggest annual event has in store, as the countdown to the iconic 2011 Royal Queensland Show (Ekka) begins.

Now in its 134<sup>th</sup> year, the 2011 Ekka will feature an amazing line up of show stopping entertainment including performances by Grammy and ARIA award winners, a culinary heaven including some of the nation's finest food and wine, Australian first technology, about 23,000 competition entries, an amazing 10,000 animals, plus much more.

Tomorrow's media launch will feature performances by the Grammy Award winning lead singer of Wolfmother Andrew Stockdale, entertainers the League of Sideshow Superstars, an exclusive preview of the popular Cotton and Wool fashion parades, demonstrations by leading chefs, some exciting announcements plus much, much more.

**WHAT:** 2011 Royal Queensland Show (Ekka) media launch

**WHEN:** **TOMORROW** - 10.30 am for 11am start. Thursday 21 July, 2011

**WHERE:** **Stockman's Bar and Grill, RNA Showgrounds – enter via the lower Gregory Terrace gate**

### For more information contact

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