

MEDIA RELEASE

AND THERE'S MORE

SMILE – IT'S SHOW TIME

The emphasis is on fun for the 2003 Royal Queensland Show, August 7 – 16, with ***Smile –It's Showtime*** the catchy Ekka tag.

As well as the thrilling action in the Energex Main Arena, three mini-stages, situated in strategic points throughout the grounds, will provide non-stop entertainment for show patrons with music and comedy high on the program list.

A larger stage on No Two Oval will be dedicated to the nighttime beat of popular bands. Patrons will be encouraged to dance by comperes ready to lead the action.

Organisers have been careful to extend the entertainment feast to encompass all age groups with new rides and sideshows, a family ring spectacular with the fast-paced Ringers' Ride to provide thrills and possible spills. Dairy Farmers' Fireworks will be seen at the earlier time of 7pm to allow for the needs of our young patrons and their parents. A later fireworks show will be timed for adult needs.

The Ringers' Ride is a collaboration between Susan River poet, Guy McLean, and Bostock Rodeo productions in a fast moving modern day bush extravaganza where action and fantasy take centre stage.

Buskers and roving entertainers will be part of the giant Peters Drumstick Street Parade to wind through showground streets each day to engage and encourage patrons to unwind and become part of the Ekka atmosphere.

ENCHANTED WOOD

There will be fairies at the bottom of the garden at this year's show when the Stockman's Rest area becomes an enchanted grotto for the Ekka duration.

Story telling, face painting and other activities will take place against a magical background of fun and fantasy.

The area will provide the perfect stopping place for young patrons and their parents.

HORSE BREEDS EXPO

The popular Horse Breeds Expo will have at least 20 representative breeds on display, including Clydesdale, Andalusian, Stock Horse, Australian Quarterhorse, Connemara, Percheron and, for the first time, a Brumby.

Breed and promotional societies will have educational display areas adjacent to the horse stalls with experts on hand for discussion and hands-on tuition.

Daily demonstrations will take place in the Horse Expo arena including demonstrations of the harnessing of the CUB Clydesdales stabled in the area.

POSH PETS

Dog owners will find it hard to resist the stars of Posh Pets as they show just what the fashionable canine is wearing this season.

Clever co-ordinator Lyn Cheshire will have her models in Drizabones and footie jumpers, travel gear and beach wear, cocktail hats and fur coats ready to accompany their humans to whatever functions are on offer.

The dogs will parade at 11.30am each day on one of the Ekka stages.

Party wear and matching jewelled collars for poodles; tough leather jackets for bulldogs and smart tartans for Scotty terriers and as much behind-the-scene chaos as you find in most dressing rooms.

AUTHENTIC MARMALADE CHALLENGE

PSST! Enjoy your breakfast marmalade, especially the authentic, delicious type you make yourself.

The creative arts section and Cr Susan Hennessey are sending out a search for the Authentic Jar of Aussie Marmalade.

This competition is open to all comers and is quite apart from the full schedule of the section.

To enter we simply need your name and address and recipe and permission to publish the latter should you win. Entry advice must reach us by July 10 and your product be delivered to the RNA office by July 31.

Sponsored by Brisbane Markets the competition will be judged by The Courier Mail's Good Life editor, Kylie Lang, and food guru and commentator Alison Alexander.

WHAT WE OFFER

Special one-off events may come and go but the RNA Exhibition grounds continue to generate many millions of dollars each year to the Australian economy in terms of business turnover, employment opportunities and services.

The Royal Queensland Show remains as the State's largest event, with an average attendance of around 650,000 and a financial input in excess of \$100 million to the local economy.

The show is recognized as providing a quality benchmark for primary industry product and produce and is the most reliable indicator of both innovation and fluctuation in the rural sector.

In addition, the show and its ancillary events offer market and export opportunities that cannot be duplicated, as well as the chance for members of industry bodies to meet with Government, corporate and business associations in a relaxed atmosphere of mutual respect and encouragement.

The mix of education and entertainment, of excitement and exuberance, of economic benefit and effective communication between city and country helps to confirm the event as a durable and democratic celebration of the Queensland landscape and community.

Ends

**For further information please call Nan Dwyer on 07 3253 3923
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