

# **MEDIA RELEASE**

## **GETTING AHEAD**

They're as iconic as kangaroos, as tough as an old ute and as versatile as little Alfie Langer – Akubras are a bushman's talisman and the urban dweller's symbol of Outback freedom.

Shapeless, holes in the crown, burnt or battered, the Akubra is the logo of areas past the bitumen. Along with scuffed riding boots, cattle dogs and windmills it evokes the spirit of the Australian bush.

This year Ekka organizers are looking for Akubras whose condition tells their worth. The more battered the better.

Traditionally Akubras have been used to water animals, cook dampers, beat out fires, decoy snakes and help herd cattle.

All hats received will be displayed on a wall of the Wool Pavilion and show patrons will be asked to help judge the hats deemed to have the most outstanding character and panache.

Winners will receive gift vouchers to swap their old hats for new at a Greg Grant outlet.

There is no entry form. Simply send your hat to Battered Hat Competition, RNA Showgrounds, Gregory Terrace, Brisbane, Qld 4006. Include your name, address and telephone number and perhaps a précis of the hat's history.

The Wool Pavilion display will include the story of the Akubra Hats and its factory at Kempsey, New South Wales, and list the famous people who count their Akubras as the most vital item in their wardrobes.  
Ends.

**For further information please call Nan Dwyer 3253 3923  
or Mobile 0417 738 240**