

MEDIA RELEASE

SO MUCH VALUE, SO MUCH FUN IN THE 2003 EKKA MIX

There's no rise in entry price, just amazing value at the 2003 Ekka.

Where can you spend a whole day being entertained and thrilled with a range of spectacular performances, have the chance to win great prizes, catch up on the latest fashion and see a showcase of Queensland product and produce?

It only happens once a year at the Ekka where value for money is the key component of a strategy designed to link rural and urban communities in a celebration of Queensland lifestyle.

From the spine tingling excitement of new rides and the fast-paced thrills of the main arena to the showcasing of the State's primary industries, from the fun of the daily Peters Drumstick procession, to the interaction with baby animals, from the serious showcasing of industries and the sassy fashion parades to the beat of nightly band performances and the swell of pride that comes from that moment when the bugle sounds to announce the start of the Grand Parade, the Ekka delivers a unique mix of fun, entertainment, education and export potential.

With 50 percent mix of new entertainment attractions and much-loved traditions, the event captures the traditional values enshrined in the hearts of most Queenslanders while delivering the whirlwind fun expectations of a younger generation.

The Royal National Association, whose responsibility it is to stage the Ekka, is a nonprofit making organization with revenue ploughed back to enhance the following annual event.

Join the Bush Push at the Cattleman's Bar, enjoy a steak and good red at the Meating Centre, take time out for try free, healthy samples in the Brisbane Markets Agricultural Pavilion or the Woolworths Fresh Food Hall, check out Quilts Across Queensland and the art displays, compare the Battered Hats and enjoy a good laugh with Posh Pets.

Plan your next holiday, chat with gardening experts, take a whirl on the Ferris Wheel, win a caravan and other great prizes.

It's showtime and the Ekka is in town.

Entry fees remain at the low price of \$18 for adults; \$14 for Students and Concessions, \$8 for Children 5 -13 years and free for children under five.

A Family Pass for two adults and two children is sensibly priced at \$40 or \$20 for one parent and one child. Groups of 20 or more are able to enter for the discount price of \$14 per person.

Ends

**For further information please call Nan Dwyer 07 3253 3923
or Mobile 0417 738 240.**