



Media Release
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**R.M. Williams Outback Pavilion at the Ekka
Bush Outfitter offers selection of clothing and footwear ideal for
Stockyard, Showing Ring or Main Arena**

The R.M. Williams Outback Pavilion returns to the Ekka for the third year, offering the Ekka's 600,000 visitors an accessible and authentic Australian shopping experience within the Showgrounds.

The R.M. Williams Outback Pavilion offers great value and Show specials on a selection of clothing and footwear items suited for the Stockyard, Showing Ring or the Main Arena.

R.M. Williams General Manager of Events, Mr Terry Goodear, says Queensland holds a special place in the company's bush heritage and R.M. Williams was pleased to have a presence at the State's premier agricultural event.

Mr Goodear also said R.M. Williams wanted to offer the Ekka's visitors, particularly its agricultural exhibitors an accessible shopping experience within the Showgrounds.

"Many Ekka visitors are loyal R.M. Williams customers and most travel great distances to be here. Many are also competitors at the Show and have hectic showing schedules," Mr Goodear said.

"At R.M. Williams, we believe its important to provide a quality pavilion and shopping experience within the Showgrounds so Ekka competitors and visitors can easily access the bush outfits they need to do their jobs and the seasonal clothing and footwear items they want to wear when they are busy catching up with family and friends at social occasions."

Come and visit the R.M. Williams Outback Pavilion at the Ekka, located on Gregory Terrace.

The opening hours of the R.M. Williams Outback Pavilion during the Ekka are 9am – 7pm.

Further information:

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