



MEDIA RELEASE

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GET GREAT VALUE EKKA TICKETS ON-LINE

Purchase discounted admission tickets via the Ekka website with the simple click of a button.

The RNA today officially launched a new online ticketing system offering the first 5,000 people who buy Ekka tickets online a 15% discount.

Simply visiting www.ekka.com.au during the promotional period will allow a family of four to enter the Show for \$47.60, \$18.70 for adults, \$13.60 for concession and \$10.20 for children (5-14 inclusive).

The Ekka's online ticketing promotion was established in an effort for the Ekka to increase its online presence following on from the launch of online competition entries earlier this year.

RNA Chief Executive Jonathan Tunny said the increased focus on online initiatives was about making the Show more accessible to people.

"We have a new 'Knock em Down' game where people can win family passes to the Show, and a new look website to suit the theme of the 2008 Show," Mr Tunny said.

"Purchasing tickets online also allows people to plan ahead and buy their Ekka tickets several weeks before the Show," he said.

While the manual ticket sales at entry gates will remain, online tickets will also reduce queue times with e-ticket holders entering via a special pass holder's gate.

Close to 500,000 people are expected to pass through the gates this year and it is estimated that many of these attendees will embrace the new online system.

The first 5,000 tickets bought online will attract a discount of 15% and thereafter tickets will be \$22 for adults, \$16 for concession, \$12 for children (5-14), and children under 5 free.

Tickets can also be purchased from QR, selected Australia Post outlets and at the Ekka entry gate. The Ekka is on at the RNA Showgrounds from the 7-16 August.

For more information and to purchase tickets online visit www.ekka.com.au.

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