

media release



Embargoed Thursday 6 August

The sun will shine on Ekka '09

The 132nd Royal Queensland Show begins today in Brisbane and organisers are expecting great crowds and warm Queensland sunshine for the 10-day event (6 – 15 August 2009).

Ekka 2009 will be a Show of many firsts and lasts.

Already a record has been set with the sale of the Grand Champion Led Steer of Show, which sold yesterday to a local butcher and a Rockhampton Hotel for an amazing \$72.10 a kilo, the highest price ever sought. The last record set was \$27 a kilo.

Following Ekka '09 the RNA Showgrounds will begin its \$3 billion Masterplan redevelopment, so this Show signals the last year of the legendary Chairlift and the old Sample Bag Pavilion.

“The redevelopment will ensure the continuation of the Ekka right here in Brisbane’s CBD for many generations to come,” RNA Chief Executive Jonathan Tunny said.

A new attraction this year is the Sunny Queen Little Miracles Newborn Corner, which will see baby lambs born daily. Twins were born last night and the RNA is expecting its first official ‘Ekka lamb’ sometime this morning.

Sensational live music will keep Ekka crowds entertained after judging is completed in the Main Arena with Evermore (fresh from supporting PINK) heading to the Show, along with Bob Evans and the Ten Tenors.

Giant Vegetables will be judged in the Agricultural Hall this morning, as well as Poultry, Eggs, Canine and Stud Beef.

Five new rides await their first Ekka thrillseekers in YoGo Alley including the Sky Flyer, Pirates Revenge, XXXL, Thunderbolt, Magic Circus for the kids; and brand new dodgemes from Europe.

“Day One of Show is traditionally ‘schools day’ and we look forward to welcoming many young Queenslanders to the Ekka for a day of fun and learning,” Mr Tunny said.

“The Ekka is one of a kind. It is the largest agricultural Show in Queensland and a showcase of our produce, our talents and our ability to have a great deal of fun.”

Gates open at 9am this morning and on entering the grounds, visitors will be given sample daily schedules (to suit their age and interests) with ideas on how to get the best value from their Ekka ticket and the most enjoyment from their day – another first! Enjoy the Show.

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