

June 16, 2010

## **START DREAMING KIDS – EKKA IS ONLY 50 SLEEPS AWAY**

It's adored by Queenslanders young and old and is only 50 sleeps away.

The countdown is on and excitement is building as the RNA gears up for the state's largest and most loved event, the iconic Ekka, which opens at the RNA Showgrounds on August 5.

RNA chief executive Jonathan Tunny said this year marked the 133<sup>rd</sup> running of the show and people of all ages looked forward to the unique 10 day event each and every year.

"The Ekka showcases its unique tradition and heritage by bringing the city and country together for a once a year extravaganza," Mr Tunny said.

"Generations of families have flocked to the show for more than 130 years and passed their memories on to their loved ones - enshrining this vibrant event as a true Queensland experience.

"It's a huge community event and the RNA is proud to be the custodian of what is essentially the People's Show," Mr Tunny said.

Mr Tunny said all the show favourites will be back again including thousands of animals, agriculture, food, art, and craft competitions, a huge array of showbags to choose from and great value family fun.

"Ekka 2010 will also offer loads of educational displays, wonderful fresh food and wine, a great evening program jam-packed with amazing entertainment, live bands and spectacular fireworks," he said.

In just a few short weeks, the Ekka 2010 website will launch and online tickets will go on sale.

"This year the website will offer a new and improved interactive *Showbag Wishlist Builder*, all the information you need to plan your day plus some great value ticket and ride package deals," Mr Tunny said.

"Watch this space - next month we'll be announcing our line-up of live music, entertainment, new rides, kids attractions, ringside events and spectacular dining options."

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