



# Media Release



# Ekka

August 11, 2011

## It's time Queensland to celebrate your show

The countdown to Queensland's biggest and most iconic event is over with more than 400,000 people expected to flock to the historic Royal Queensland Show (Ekka) which opens in Brisbane today.

After much hardship, loss and devastation caused by the January floods, the RNA is encouraging Queenslanders to come together to enjoy and celebrate this unique 10 day showcase.

RNA Chief Executive Jonathan Tunny said the Ekka was a remarkable event steeped in tradition.

"It is our most loved yearly event, a true city country get together unlike any other which is why it has formed such a rich part of our state's cultural and social heritage since 1876," he said.

Now in its 134<sup>th</sup> year, the 2011 Ekka features an amazing line up of entertainment including performances by Grammy and ARIA award winners, a culinary heaven including some of the nation's finest food and wine, Australian first technology, about 23,000 competition entries, plus 10,000 animals.

Mr Tunny said the Ekka also offers unbeatable value with the average visitor spending seven and half hours at the show which equates to just \$3.50 an hour.

"We are committed to keeping the Ekka affordable for everyone, that's why we encourage families to bring their own food and drinks and enjoy lunch and dinner in our chill out zones," he said.

"The Ekka is the people's show, it offers hundreds of free activities to choose from each day including fashion parades, concerts, competitions, food and wine sampling, free kids shows plus the two hour night time entertainment program."

Some of this year's Ekka highlights include:

- **AUSTRALIAN FIRST - Ekka iPhone app:** Visitors can download Australia's very first free Royal Show iPhone app from iTunes.
- **Ekka Strawberry Sundaes:** One of the Ekka's most iconic traditions will this year feature award winning hand made ice-cream from the Mammino family of Childers; 50 per cent more strawberries and all ingredients are 100 per cent Queensland grown. Since 1950, these treats have been devoured by millions of people and for more than 20 years they have helped fund vital transplant research through the Prince Charles Hospital Foundation.
- **The Sunday Mail Royal Queensland Food and Wine Show Stage:** Ekka's newest stage brings the best of Australian produce. Showcasing the top products unearthed during the RNA's innovative Royal Queensland Food and Wine Show, visitors will learn from the best in the business. Hosted daily by one of the nation's best foodies Dominique Rizzo.
- **Grammy Award winners:** For the first time in Ekka history, our concert series will feature a performance by Grammy Award winners. The critically acclaimed Wolfmother will take to the stage in the Triple M Concert Series. Joining Wolfmother for two huge nights of cutting edge entertainment is popular band Grinspoon.
- **Sunny Queen Little Miracles Newborn Corner:** Giving Ekka visitors a glimpse of the miracle of birth
- **RACQ Insurance Animal Nursery:** Visit 400 baby animals at Ekka's most popular attraction

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- **Gourmet Harvest:** Featuring gourmet pies, seafood, pasta, Indian dishes and yum cha
- **Seafood and Wine Bar:** Taste the very best in fresh seafood and enjoy some great wine
- **Royal Queensland Steak House:** New for 2011 - Fine-dining restaurant featuring Australia's best steak.
- **Triple M Show Starter:** Competition to unearth a support act for Wolfmother
- **Cotton and Wool Parades:** Featuring all Brisbane designers for the first time
- **League of Sideshow Superstars:** Featuring one of the world's elite contortionists - Ruby Rubberlegs
- **Ekka Ignites, presented by B105:** Show stopping two hour night time program
- **Guinness World Record Attempt:** A Brisbane scuba-diving extraordinaire will attempt to stay submerged for more than 8 hours 20 minutes and 38 seconds using only a single 12 litre oxygen tank
- **The Smurf Show Live:** Magical adventure with free shows twice a day
- **Sideshow Alley:** New rides this year - Disk-O, Extreme, Giant Wheel and family-friendly Jurassic ride
- **Triple M Showbag Pavilion:** 331 showbags to choose from including 63 new showbags this year

For all the latest Ekka 2011 news go to the Ekka Media Centre at [www.ekka.com.au/media](http://www.ekka.com.au/media) or contact RNA Communications Manager Veronica Carew on 3253 3930, 0408 32 36 31, RNA Media and Communications Officer Katie Johnston on (07) 3253 3931 or 0433 376 713, or Ekka Media PR Consultant Andrea Sackson on 3253 3936 or 0414 672 318.

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