



Media Release



Ekka

MEDIA ALERT

August 5, 2011

Big weekend of Ekka action

Ekka gates open next Thursday August 11, but the buzz and excitement of the 2011 Royal Queensland Show starts this weekend with:

THE ANIMALS ARE COMING!

THE ARRIVAL OF 1,000 HEAD OF BEEF CATTLE

Ekka is the biggest showing of stud beef cattle in the southern hemisphere. Some of the most magnificent cattle across all breeds arrive this Saturday and Sunday. See the cattle and meet their handlers.

When: From 10am this Saturday (August 6) and Sunday (August 7) occurring across the weekend

BULL AND BEERS

THE TRADITIONAL FIRST BEER OF EKKA IS PULLED

Freshly pulled beers and a real-life bull brought up to the Cattlemen's Bar especially for the occasion is the traditional welcome the Ekka gives to cattlemen and women visiting from across Queensland. The Ekka is a great opportunity for country Queenslanders to catch up over a cool ale. The first beer at Cattlemen's traditionally kicks off a week of social events and fun.

When: 11.30am, this Sunday (August 7) at Cattlemen's Bar, RNA Showgrounds.

For more information contact the Ekka Media Unit:

Veronica Carew
RNA Communications Manager
Ph: 07 3253 3930 / 0408 323 631
Email: vcarew@rna.org.au

Katie Johnston
RNA Media and Communications Officer
Ph: 07 3253 3931 / 0433 376 713
Email: kjohnston@rna.org.au

ACCESS DETAILS: Entry via Gate One, Gregory Terrace and go direct to the RNA Administration Building.

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