



# Media Release



# Ekka

Thursday July 21, 2011

## Ekka to showcase what makes Queensland great

Queenslanders are being encouraged to come together at this year's Royal Queensland Show (Ekka) to enjoy a 10 day showcase of what makes this state great.

Speaking at the official launch of the 2011 Ekka in Brisbane this morning, RNA Chief Executive Jonathan Tunny said the state had endured much hardship and it was time to celebrate all things Queensland.

"It's been a tough year for many communities across the state, from the city to the bush," he said.

"The impact of the January floods caused much heartache and devastation but also stirred communities to rally behind one another in a wonderful outpouring of civic pride and true mateship."

Mr Tunny said the Ekka was the state's oldest, proudest and most loved community event and this year more than ever, the show was truly about bringing city and country together.

"The great community spirit and the traditions that personify the Ekka are at the heart of the show," he said.

"The Ekka is the people's event, a celebration of the best of the best and a chance to come together with family and friends to enjoy an event unlike any other."

Now in its 134<sup>th</sup> year, the 2011 Ekka features an amazing line up of show stopping 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 an amazing 10,000 animals.

Mr Tunny said about 400,000 visitors are expected to attend Queensland's biggest event, which offers families unbeatable value with more than 70 per cent of the RNA Showgrounds dedicated to free activities.

"On average, a visitor to Ekka spends seven hours at the show, which equates to about \$3.50 an hour with no need to spend more, as we encourage people to bring their own food and drinks and enjoy lunch and dinner in our chill out zones.

"Combined with 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, it's hard to find better value."

### Major Announcements for Ekka 2011

**AUSTRALIAN FIRST - Ekka iPhone app:** The Ekka today launched Australia's very first free Royal Show iPhone app. Ekka visitors will be able to maximize their experience by creating their own itinerary, showbag wish list and list of must try rides at Ekka 2011. Features include a full events guide with itinerary builder and mapping capabilities plus full showbag guide with budgeting tool and mapping capabilities. It also offers an interactive map, Facebook integration, an exclusive set of trails and exclusive iPhone offers, so you won't miss a thing at Ekka. It is available to download from the iTunes Store from today.

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**Ekka Strawberry Sundaes:** Strawberry Sundaes are one of the Ekka's most iconic traditions. 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. This year, the RNA together with the Prince Charles Hospital Foundation are proud to announce the sundaes will now 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. A wonderful part of this story is the family behind this hand made ice-cream. Anthony and Teena Mammino are cane farmers who started making ice-cream from a recipe of Teena's grandmother. They operate a small ice-creamery near Childers and when the RNA approached them earlier this year to make enough strawberry ice-cream for at least 150,000 sundaes, it was almost a dream come true. This enormous task has created an extra six jobs in the local community. We're proud this iconic Ekka tradition can actively support a small regional business considering how tough conditions have been. We're also proud that every part of the sundae is made from Queensland produce. It's home grown produce supporting home grown research. A great way to support Queensland farmers while making a donation to transplant research.

**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. One of the nation's best foodies Dominique Rizzo will spearhead the stage, taking visitors on a memorable culinary experience as she cooks and offers up her tips and hints alongside some of Brisbane's great chefs.

**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.

## Ekka 2011 Highlights

- **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
- **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 steak house
- **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

The 2011 Royal Queensland Show was officially launched by Murphys Creek State School Principal Jo Sinclair and students Joshua Ragnoni, Zac Keogh, Jesse Sheehan and Ava Sinclair. Ekka runs from August 11-20.

**For more information contact RNA Communications Manager Veronica Carew on (07) 3253 3930 or 0408 3236 3931 or RNA Media and Communications Officer Katie Johnston on (07) 3253 3931 or 0433 376 713.**

**\*\*The comprehensive Ekka Media Kit is now available for download at [www.ekka.com.au/media](http://www.ekka.com.au/media)**

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