



Media Release



Ekka

MEDIA ALERT

June 22, 2011

Ekka media accreditation is now open and online

With less than 50 days to Ekka, media accreditation for Queensland's largest and most loved event – the Royal Queensland Show – is now open.

For the first time, media representatives planning to report on Ekka 2011 can apply for accreditation online, in an easy to use, streamlined application process which provides instantaneous confirmation of receipt.

Media accreditation provides those reporting on the show with meeting rooms, internet connection, lockers, daily program updates and news. Now in its 134th year, the Ekka is a true Queensland institution and forms a rich part of the state's social heritage.

With 10,000 animals, more than 23,000 competition entries, amazing food and wine, entertainment and showbags, the Ekka is a tradition not to be missed, a once a year city / country extravaganza.

Media accreditation kits including passes will be mailed to approved applicants approximately two weeks prior to Ekka.

To apply for media accreditation for Ekka 2011 please visit www.ekka.com.au/media

While you're online, check out the new look Ekka website introducing a new design and brand new functions, including interactive maps, showbag budget builders plus a second by second countdown to Ekka.

Media accreditation closes on Monday July 11, 2011 so don't miss out on your pass to Queensland's biggest event.

For more information please contact the Ekka Media Centre below or visit www.ekka.com.au/media

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