



Ekka
Royal Queensland Show

Media Release

6 August, 2015

The countdown is over... the Ekka is here!

Queensland's biggest and most loved event – the Royal Queensland Show (Ekka) opens in Brisbane tomorrow morning.

Now in its 138th year the Ekka is set to attract more than 400,000 people through the gates at its original birthplace – the Brisbane Showgrounds.

RNA Chief Executive Brendan Christou said the Ekka had been 11 months in the making and would provide a world-class event for Queenslanders to enjoy.

“The Ekka brings the country and the city together and it is a true celebration of agriculture and our state’s farmers,” he said.

“Now that 80 per cent of Queensland is drought-declared it has never been more timely than now to rally behind our farmers and recognise that everything starts with agriculture,” he said.

“It’s been a busy week with final preparations and finishing touches being applied to gardens, exhibitor stalls, competition displays and animals big and small.

“The weather forecast for tomorrow is sunny and we’re ready and eager to welcome our first guests through the gates tomorrow morning.”

This year’s show will feature 10,000 animals, 21,000 competition entries, world-class entertainment and award winning food and wine.

NEW TO THIS YEAR’S EKKA

MUSIC STARS

This year the hottest Sony pop acts from across the country will perform on the Ekka’s Entertainment and Fashion Stage. For the first time, Australian pop superstar Samantha Jade, who has had international fame, will bring a piece of stardom to the Ekka as she performs her catchy pop hits. Australian Idol winner Stan Walker will perform his soulful melodies while pop star Bonnie Anderson, who rose to fame in 2007 on Australia’s Got Talent, will captivate audiences with her hit single Blackout. It’s back to back talent as Sydney pop-rock outfit Little Sea rock the stage with their popular tunes and Reigan Derry, fresh from her X Factor success, will sing her heart out as she wows the Ekka audience. Fans will have the chance to meet these Aussie superstars after their performances and even get an autograph and photo.

EkkaNITES

This year’s brand new night show, EkkaNITES, is the only show of its kind in Australia. The nightly show will include the traditional elements like the woodchop and sheepdogs as well as a series of world firsts including the ‘XTREME Action – Featuring the Transformers’ - a one off show created uniquely for the Ekka, plus four giant mobile laser spheres with performers inside. FMX riders will fly through the air and country music legend James Blundell will rock the crowd before the show finishes with a bang when the **brand new fireworks finale** lights up the Brisbane sky. EkkaNITES will offer more excitement, more extreme and more action – a true 360 degree arena experience. It will once again be produced by Jack Ellison who has worked on blockbuster movies James Bond (Quantum of Solace) and Mission Impossible 2.

NEW LOOK FASHION PARADES

The Ekka’s most glamorous event has undertaken a major transformation. The iconic Natural Fibres Fashion Parades, presented by Cotton Australia, will be taken to dazzling new heights this year. For the first time the parades will incorporate the glitz, awe and glamour of the circus – its fashion under the big top! The parades will incorporate aerial artists and performers, plus the best new season fashion from some of Australia’s top designers including Easton Pearson and Gail Sorronda. The popular parades have been going since 1980 and have once again been created by renowned Australian Fashion Event Director Lindsay Bennett.

HERITAGE BANK FLYING AND RACING PIGS

Pigs really will fly at this year’s Ekka. It’s a sight to see when these talented pigs race each other around a track and also jump into a pool of water. It’s great family fun and something people of all ages will love.

Friday 7 - Sunday 16 August 2015
www.ekka.com.au

Day 1: Friday August 7, 2015 HIGHLIGHTS

MEDIA DOORSTOP: 11.30am with RNA President David Thomas or Chief Executive Brendan Christou on Heritage Hill overlooking the Energex Community Arena.

Judging highlights

- From 9am: Stud Beef Cattle, Energex Community Arena (map ref K6)

Don't miss the Stud Beef Champions of Champions judging 4pm-5pm

- From 9am: Canine Breed Judging, Dog Pavilion (map ref P9)
- From 9am: Poultry, Pigeons and Birds judging, Dairy and Poultry Pavilion (map ref I2)
- From 9am: Prime Beef Auction, Expo Place (map reference: O6)

The big boys enter the arena (Map Reference: O-8)

In a true display of bringing the country to the city, more than 1,000 head of beef cattle have descended on the Ekka to be paraded, judged and displayed. As Australia's largest annual cattle competition, it includes 433 classes in stud beef, 27 in led steer and 13 in prime beef. The Stud Beef Competition is the largest showing of stud beef in the southern hemisphere and judging continues tomorrow from 8.30am in the ENERGEX Community Arena. **WHEN: From 9am.**

Governor of Queensland officially opens the Ekka (map reference: O-8)

His Excellency the Honourable Paul de Jersey AC will be welcomed by the Queensland Mounted Police, 2nd/14th Lighthorse Regiment and the Australian Army Band tomorrow as he officially opens the 2015 Ekka. Other dignitaries include Deputy Prime Minister of Australia the Honourable Warren Truss. The official opening ceremony will be followed by the EkkaNITES program. **WHEN: From 6pm**

New Fireworks Finale (map reference: O-8)

The fireworks finale is an Australian first show created just for the Ekka audience. For the first time the fireworks have been designed in a Bellagio effect – they will not only shoot skywards but sideways and inwards. There will be 18 separate firing points designed to ensure a 360 arena experience. The spectacular fireworks finale will also feature the breathtaking LED horses. **WHEN 7.45PM**

What a cracker! (map reference: I9 - Upper Gregory Terrace)

This is whip cracking with a difference. Nathan Griggs, who holds the world record for the most whip cracks in one minute – 530, will amaze the audience as he sets his whips alight whilst performing during EkkaNITES. He will also perform his cracking show each day of Ekka. **WHEN: 11am, 1pm and 3pm**

Did you hear a roar? (map reference L8 – John Reid Pavilion)

'Jurassic World' fever will hit Ekka when Dinosaur Adventures stomp their mark on the show. For the first time the Ekka will host Dinosaur Adventures which will amaze both young and old. The John Reid Pavilion will play home to a prehistoric world where families can see moving dinosaurs come alive before their eyes. Guests can even try their hand at being a palaeontologist and participate in a fossil dig... Just beware of T Rex. **WHEN 9am-5pm**



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Soul Mystique Presents Magic Mambo (map reference F10)

New to the Ekka this year is the dazzling art of quick change. The art of quick change costume transformation is a specialised branch of magic that dates back to the 15th century. Soul Mystique incorporates Latin and ballroom dancing with their magical quick change routine. Be prepared to be dazzled by their charmed dance moves and sparkling costumes. **WHERE: Entertainment and Fashion Stage. WHEN: 2pm-2.30pm**

Ekka Essentials

- Royal Queensland Show (Ekka)
- August 7 – 16, 2015
- Brisbane Showgrounds, 600 Gregory Terrace, Bowen Hills, Queensland
- Gates open at 9am
- Tickets are available online at www.ekka.com.au

EDITORS PLEASE NOTE:

The 2015 Ekka Media Kit is now available to download, it is the most comprehensive information guide to show, to download please visit [www. http://www.ekka.com.au/media-centre/media-kit/](http://www.ekka.com.au/media-centre/media-kit/)

Don't forget to follow us on social media #ekka



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