

April 5, 2016

Ekka and RACQ drive forward with historic partnership

Two iconic century old Queensland organisations have driven together to form an historic relationship, with the RACQ signing on to be the Royal Queensland Show's (Ekka) presenting partner for the next three years.

This is the first time the Ekka has welcomed the RACQ as its presenting partner, following its long running sponsorship of the show's hugely popular Animal Nursery.

To celebrate the milestone union, tickets to the Ekka have been discounted by 20 per cent for this month only and are available exclusively through the RACQ website.

The savings bring the price of an Adult ticket down to just \$24.80 (was \$31), while those who purchase the Family Pack for \$69.60 (was \$87) will save \$17.40.

RNA Chief Executive Brendan Christou said the partnership was an excellent fit for both membership organisations and families would benefit from the celebratory savings.

"We are very excited to welcome the RACQ to the Ekka family, it symbolises a great partnership between Queensland's largest club and the state's biggest event," he said.

"For generations of Queenslanders, the RACQ, like the Ekka has been a part of their lives for more than 100 years."

RACQ spokesperson Lauren Ritchie said the RACQ was proud to present the best event on the Queensland calendar.

"We're thrilled to help bring the country to the city for this iconic event by making it more affordable for everyone to enjoy, especially regional visitors who'll be looking to secure their tickets and make plans early," Ms Ritchie said.

"It's an honour to play a part in creating lasting memories for Queenslanders as they visit the iconic show, whether it's their first taste of a strawberry sundae, riding rollercoasters in sideshow alley or watching the fireworks display under the stars in the main arena."

Mr Christou said the RACQ and the RNA also shared a royal history, with George V granting the prefix 'Royal' to both organisations in 1921.

"Since 1876, almost 30 million people have come through the show gates to celebrate what makes Queensland great and it's fitting to have the RACQ form a part of the show's legacy and heritage considering their work to better Queensland since 1905," he said.

The discounted tickets are available exclusively at www.racq.com/ekka until April 30, 2016.

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