

May 8, 2017

Media Accreditation is now open

Media accreditation for the state's largest annual event, The Royal Queensland (Ekka) Show presented by RACQ, is now open.

All media representatives covering the Ekka are required to have media accreditation, including digital media applicants such as video bloggers, social media influencers and food bloggers, as well as traditional media.

This accreditation provides exclusive access to the media centre, free wifi, food and refreshments, lockers, daily program updates and news from the 11 – 20 August 2017. (Please note, the media centre will open on Monday 7 August when Beef Week commences.)

The Ekka Media Team will be on hand to assist all media covering the show to find the information they require, including connecting them with relevant talent.

For 140 years the Ekka has championed Queensland's achievements, with the show only cancelled twice during its history – once in 1902 due to the Spanish Influenza Epidemic and again in 1942 when the grounds were used as a staging depot for WW2 troops.

Since the gates first opened in 1876 more than 30 million people have come to the Ekka to celebrate what makes this state great.

Tradition remains at the heart of the Ekka, with each new generation creating their own lifelong memories.

The Ekka is the true heartbeat of Queensland, bringing the country and the city together with more than 10,000 animals only 1.5km from the CBD.

Apply now for your pass to Queensland's most loved event which runs from August 11-20.

Media accreditation closes on Friday July 14, 2017.

Media accreditation kits including passes will be mailed to approved applicants two weeks prior to the show commencing.

How to apply

In order to apply for media accreditation all applications must be accompanied by a portrait sized headshot to be uploaded as part of the normal online process.

Please note, applications without a headshot will not be able to be considered for approval.

Mailing addresses must be provided, or approved accreditation will be available for pick up at the RNA Offices, 600 Gregory Terrace Bowen Hills 4006 two weeks prior to show.

To apply for media accreditation for Ekka 2017 please visit www.ekka.com.au/media-centre/media-accreditation

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



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