



# COMMUNITY

## PRINCE CHARLES HOSPITAL FOUNDATION

The iconic Ekka strawberry sundaes have been doing wonders beyond the bellies of show goers each year. The sweet treats have been funding much needed medical research for the Prince Charles Hospital Foundation for 30 years. Some of Australia's most debilitating chronic illnesses have been researched through profits made from the delicious sundaes, which have been enjoyed by millions of Ekka guests over the years.

On average, more than 153,000 sundaes are devoured each Ekka, using:

- 6.1 tonnes of fresh Queensland strawberries
- 720 litres of fresh cream
- 17,600 litres of LICK ice cream
- The helping hands of 2,200 volunteers

## LADY CILENTO CHILDREN'S HOSPITAL

A little slice of the Ekka is once again making its way to the Lady Cilento Children's Hospital. For more than a decade, the RNA and Children's Hospital Foundation have joined forces to put some Ekka smiles on the faces of kids who can't attend Queensland's most loved event due to injury or illness. Entertainers and showbag exhibitors donate their time and products freely to give children and their families a dose of the Ekka. This year's visit will take place on Wednesday 8 August.

## FRIENDS OF EKKA

Each year under its Friends of Ekka program, the RNA provides a quota of free entry tickets to the Ekka. These are provided to recognised charity organisations, as well as Queensland schools for fundraising purposes, with all applications assessed by the Friends of Ekka Charity Committee. Known as the People's Show, the Ekka is for all Queenslanders to experience and without assistance many of these people, young and old, would not be able to visit.

## COMMUNITY SHOWCASE

As Queensland's largest community event, the Ekka is proud to give people the opportunity to showcase their talents in front of a large audience. The show provides a platform for artists, industry groups, school groups, musicians, entertainers, exhibitors and competitors, to demonstrate their abilities to an audience of around 400,000 people. Ekka guests will marvel at the showcase of community talent, whether

they're visiting the Community Stage, the two music stages or the many competition displays around grounds.

## QUEENSLAND AG SHOWS (QCAS)

Queensland Ag Shows is proud to partner with the RNA to present the State Finals for their annual competitions at this year's Ekka, which include:

### ■ *Miss Showgirl*

With 36 years of history, Queensland Country Life Miss Showgirl will see 11 state finalists take to the stage at Ekka. The competition aims to promote the role of young women in Queensland's regional and rural Agricultural Show Movement. This year's Miss Showgirl will be announced on Friday 10 August at 3pm on the Fashion Stage.

Contact: Lorraine Crothers 0417 147 410

### ■ *Natural Fibres Make and Model Competition*

Aspiring designers of all ages will have the opportunity to showcase their latest creations in the Natural Fibres Make and Model Competition, with categories including Junior School, Adult Formal Wear and Wearable Art. The competition aims to promote primary industries in Queensland and will be held on Saturday 11 August at 3.30pm on the Fashion Stage.

Contact: Pamela Ferguson 0410 319 450

### ■ *Ute Muster Parade*

Engines will be revving when the famous Ute Muster drives into the Main Arena. The popular competition aims to raise interest in Queensland utes throughout the community. The QCAS Utes Parade will be held on Saturday 18 August at 1.10pm and 5.30pm.

Contacts: Jason Black 0429 632 387 and David Lemberg 0418 737 096

### ■ *Rural Ambassador Awards*

Highlighting the importance of young people in rural and regional Queensland, the Rural Ambassador Awards celebrate those who have an involvement in and passion for the Agricultural Show Movement. The awards presentation will take place on Friday 10 August at 10am on the Fashion Stage.

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