

July 24, 2024

Roll up, roll up – Ekka Showbags revealed!

Ekka 2024 planning starts now! You can make your wish list following tonight's launch of this year's showbag lineup at www.ekka.com.au plus you can buy your entry tickets in the special 25 per cent off celebratory discount sale.

With almost 380 different showbags to choose from, including 67 new bags, there's something for everyone at the Royal Queensland Show's Courier-Mail Showbag Pavilion this August 10-18.

There are just 16 days to go until the gates open to Ekka and to celebrate the 2024 Showbag launch, Ekka tickets will be 25 per cent off from 7pm tonight (July 24) until midnight this Saturday (July 27).

Starting in price from just \$2, this year's Ekka will see the launch of many exciting new showbags including Pokemon JNR; Wizz Fizz Super Sour Bag; NBA Milwaukee Bucks; Big Pet Dog Bag; Mr Beast Feastables and Kuromi.

More than 15 showbags are priced just \$5 and under and 92 bags cost \$10 or less, offering great value to suit any budget.

RNA Chief Executive Brendan Christou said showbags are one of Ekka's highlights, dating back to the very first Show in 1876, and it was important that more than 100 showbags came in at \$10 and under.

"As a not-for-profit organisation, we want to ensure the Ekka is affordable and can be enjoyed on any budget," Mr Christou said.

"This special 25 per cent off ticket sale to launch showbags also helps provide hip pocket relief.

"Also in this ticket sale, subscribers can purchase tickets for a Super Saver Day, which offers an additional 20 per cent off - a total discount of more than 40 per cent off tickets."

To access these ticket discounts and save, simply subscribe to www.ekka.com.au

Mr Christou said the 2024 range of showbags had something for everyone, starting from just \$2 a bag.

"This year's budget conscious Ekka also sees the first ever introduction of a low-cost menu item and food and drink bundles starting from \$7.50 across over 110 Show food outlets," he said.

"We are also excited to welcome the new Ekka Tuck Shop outlet which will sell hot snack food for \$5 or less.

"Between the ticket discounts on offer, a range of cheap showbags, new food deals plus the return of the daily two for one ride session, families can enjoy the Ekka on any budget."

This year's Ekka will feature all the traditional and unique Show experiences the public know and love – 10,000 animals, agricultural displays, free family-friendly shows, exciting rides and showbags, some of the nation's finest food and wine, plus the incredible EkkaNITES extravaganza featuring fireworks.

Tickets for the 2024 Royal Queensland Show are available online at www.ekka.com.au.

EXPECTED SHOWBAG TOP SELLERS

Kuromi - \$32
Pusheen - \$32
Pokemon JNR- \$32
Zappo - \$6
Trolli Jumbo - \$10
Freddo - \$5
Dairy Milk - \$5
Stella Athletic - \$35
InStyle- \$32
Super Random Stuff - \$26
Rural Aid - \$18
Tilly & Co - \$28
Women's Essential - \$28
Fish 'n' Reel - \$28
Frozen 2 - \$30
Spiderman - \$30
Bluey - \$32

\$5 OR LESS – 16 showbags are priced at \$5 or less – including:

Rainbow Freeze - \$2
Rip Snorter Brain Blaster Bag - \$5
Cadbury Curly Wurlly - \$5
Lollipops Showbag - \$5
Bertie Beetle Blue - \$5

\$10 OR LESS – 92 showbags are priced at \$10 or less – including:

Maltesers - \$6
Smarties - \$7
Hubba Bubba - \$7.50
Bertie Beetle Gold - \$8
Mars Super Bag - \$10

\$20 OR LESS- 163 showbags are priced at \$20 or less – including:

The Natural Confectionary Co. - \$12.50
Pixar Bag - \$15
Minties - \$16
Super Kit Kat - \$18
Cadbury Caramilk Megabag - \$20



ROYAL QUEENSLAND SHOW

MEDIA RELEASE

SELECTION OF NEW SHOWBAGS

Wizz Fizz Monster Munch Chocolate Bag - \$5
Mr Beast Feastables Bag - \$15
Wizz Fizz Super Sour Bag - \$10
Pokemon Jnr - \$32
Yummy Gummy - \$6
NBA Milwaukee Bucks - \$36
Big Pet Dog Bag - \$20
InStyle- \$32
Polly Waffle - \$16
Disney Wish - \$30
Ghostbusters - \$20
Sensory Bag - \$15
Allkinds Hey Vacay - \$35
Thomas the Tank Engine - \$32
Pusheen - \$32
Creative Junior - \$25
Snack Lovers - \$10
Fast and Furious - \$32

SELECTION OF RETURNING SHOWBAGS

Paw Patrol - \$32
Barbie - \$32
Hot Wheels - \$32
Sonic - \$32
Harry Potter - \$32
The Greatest Showbag on Earth - \$32
Rural Aid - \$18

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