

July 6, 2022

Out of the bag!...Showbags galore at this year's historic Ekka

Get the scoop on all the fabulous new showbags on offer for the historic return of the Royal Queensland Show presented by RACQ, following their unveiling at www.ekka.com.au tonight.

With almost 400 different showbags to choose from, including 30 new bags, there's something for everyone and now is the time to start planning your shortlist before you visit The Courier-Mail Showbag Pavilion this August 6-14.

Ranging in price from just \$2 to \$125, this year's Ekka will see the launch of many exciting new showbags including Sour Patch Kids, Bluey, My Little Pony, Jurassic World Camp Cretaceous, Chatime, and Game of Thrones.

Classic childhood favourites are also returning including the tremendously popular Bertie Beetle showbag for just \$3 and the distinctive Bertie Beetle Retro Showbag for \$18, which celebrates the history of the iconic chocolate.

Almost 40 showbags are priced \$5 and under with 100 showbags costing \$10 or less, offering great value to suit any budget.

RNA Chief Executive Brendan Christou said with just 31 days to go, the official countdown for the return of Queensland's biggest event had begun with the unveiling of this year's showbags and site preparations now underway.

"We are really looking forward to finally reuniting the city and country and this year's incredible range of showbags is bound to delight the young and young at heart," Mr Christou said.

"To celebrate the release of the 2022 Ekka Showbag list, Queenslanders can sign up at ekka.com.au to save 30% off show tickets from tonight until midnight this Sunday, offering great value and hip pocket relief for subscribers."

Mr Christou said the RNA was committed to offering unbeatable value, so people are encouraged to return to the Ekka after two years of cancellations or visit the Show for the very first time.

"To save, all people have to do is subscribe at the Ekka website," he said.

"This year's Ekka will feature all the traditional and unique Show experiences the public know and love from world class entertainment and a jam-packed night show with the best fireworks, to beloved competitions, animals, rides, showbags and musical acts, plus some of the nation's finest food and wine," he said.

Tickets for the 2022 Royal Queensland Show presented by RACQ are available online only at www.ekka.com.au

EXPECTED TOP SELLERS

- Bertie Beetle - \$3
- Rural Aid - \$17
- Chatime - \$25
- The Pooch - \$28
- Bluey - \$32
- Cocomelon - \$32
- Pokemon - \$32
- Harry Potter - \$32
- Squishy Things - \$32
- Barbie Dreamtopia - \$32
- Minecraft (3 versions to choose from) - \$35

\$5 OR LESS

38 x showbags are priced at \$5 or less – including:

- Rainbow Freeze Showbag - \$2
- Bertie Beetle - \$3
- Wizz Fizz Lil Fizz Bag - \$4
- Cadbury Dairy Milk - \$5
- Mega Gummi - \$5
- Mars - \$5
- Warheads - \$5

\$10 OR LESS

More than 100 showbags are priced at \$10 or less - including:

- Milky Bar - \$6
- Red Rock Deli Bag - \$6
- Big Boss Bag - \$6
- Bertie Beetle Platinum - \$8
- Skittles Super Bag - \$10
- Cadbury Dairy Milk Superbag - \$10
- Oreo - \$10
- Ghost Drops - \$10
- Jumbo 100 In 1 Showbag - \$10

SELECTION OF NEW SHOWBAGS

- Rural Aid - \$17, *A percentage of each Rural Aid showbag sale will be donated to Rural Aid. This will further their efforts in providing critical support to farmers here in Oz
- Chatime - \$25
- Tasty - \$30 (a BuzzFeed brand, the world's largest food network)
- The Wiggles - \$28
- Minnie Mouse - \$35
- Looney Tunes Space Jam - \$30
- Jurassic World Camp Cretaceous - \$30

- Frozen Cosmetics - \$28
- Power Rangers - \$28
- House of Horror - \$30
- Knights and Gladiators - \$25
- Darrell Lea Health Snacking - \$25
- Darrell Lea Life Savers - \$20
- Bluey - \$32
- Cocomelon - \$32
- Blippi - \$32
- Beyblade - \$32
- Miffy - \$32
- Game of thrones - \$32
- Butterbeans - \$30
- Gabby's Doll House - \$35
- Nutella - \$22
- Ferrero Rocher - \$20
- UCLA - \$ 32
- Nude By Nature Skincare - \$30
- Mars – Family \$20
- Sour Patch Kids \$15

SELECTION OF RETURNING FAVOURITES

- Bertie Beetle Retro Showbag - \$18 (celebrating Bertie Beetle's history, featuring the original branding from the 1960's)
- The Conscious Store - \$30 (first ever eco conscious showbag!)
- Frozen Costume - \$28
- Love to Slime - \$15
- Love to Tie Dye - \$20
- Baby Shark - \$30
- The Pooch Showbag - \$28
- Batman - \$28
- Spider-Man - \$28
- The Avengers - \$28
- Allen's Choc Classics - \$15
- Australian Women's Weekly - \$20
- Maire Claire - \$26
- Men's Health - \$30
- Tilly & Co - \$28
- Stella Athletic - \$32
- World's Biggest Jumbo \$25
- Sour Blast \$25
- Bertie Beetle Diamond Deal - \$15
- The Simpsons - \$28
- Darrell Lea Pig Out - \$25

For the full list of Ekka showbags go to www.ekka.com.au

For the latest updates and special offers, follow us on social media @TheEkka



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