

22 July 2025

More than 90 new showbags in mega Ekka reveal

Be the first to know about all the fabulous new showbags on offer at this year's Royal Queensland Show (Ekka) presented by BOQ – all 93 of them – with the full range of nearly 400 bags now online at www.ekka.com.au

To celebrate the 2025 showbag range reveal the Ekka has also launched a special 20% off discount ticket sale which will run from today until midnight this Sunday 27 July.

Showgoers also have the chance to secure the ultimate gift with purchase – a free child's ticket to Dreamworld worth up to \$119 – if they buy a child Ekka ticket on the days of Thursday 14 August and Friday 15 August.

In a special new partnership between the Ekka and Dreamworld, every child ticket holder aged five to 14 years who attends the Show on Ekka Thursday and Friday will be eligible for a free child's ticket to Dreamworld to redeem between 1 September 2025 and 31 October 2025.

Starting in price from just \$5, this year's Ekka will see the launch of 93 exciting new showbags including Cinnamoroll; Jurassic World; Jujutsu Kaisen; Furby; Bake Kneads for the Baking Enthusiasts; Wicked Cosmetic Bag; Go Nuts for Donuts and Building Bricks to name a few.

Nine showbags are priced at just \$5, more than 80 showbags are priced at \$10 or less and 160 showbags are available for \$20 or under.

RNA Chief Executive Brendan Christou said with just 18 days to go, the official countdown for Ekka had begun with the unveiling of this year's showbags and the launch of the last major pre-Show discount ticket sale.

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

"This year's incredible range of showbags has an enormous amount of exciting new titles. With bags starting at just \$5 there really is something for everyone.

"The special 20 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. This is a fantastic saving of more than \$30 for a family ticket alone.

“Throw in the brand-new free Dreamworld child ticket offer available on two of the Super Saver days 14 and 15 August and showgoers can save big on entry tickets plus keep the Ekka fun going after the Show ends.”

Mr Christou said the RNA was committed to offering unbeatable value, especially to those who planned ahead their entry ticket purchases.

“To save in this last major pre-Show discount ticket sale, all people have to do is subscribe at the Ekka website ekka.com.au,” he said.

“If you are a subscriber you won’t have to pay full price for any ticket given the discounts on offer in the lead up to Show.”

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 EkkaNITES extravaganza featuring fireworks.

Tickets for the 2025 Royal Queensland Show are available online at www.ekka.com.au.

EXPECTED SHOWBAG TOP SELLERS

- MCo - \$35
- Stella Athletic - \$38
- Allkinds - \$36
- Bertie Beetle range - \$5-\$25
- BIG Aerp Showbag - \$22
- NBA Los Angeles Lakers Showbag - \$36
- Metallica Showbag - \$32
- XXL Candy Crazie Showbag - \$18
- Hello Kitty Pink – \$32
- Bluey – \$32
- Cinnamaroll – \$32
- Paw Patrol – \$32
- Hot Wheels – \$32
- Trolli Jumbo - \$10

\$5 SHOWBAGS – Nine showbags are priced at \$5

- Bertie Beetle Blue - \$5
- Wizz Fizz Sour Bag - \$5
- Warning Raging Sour Showbag - \$5
- TNT Ka-Bluey Showbag - \$5
- Lollipops Showbag - \$5
- Wizz Fizz Lil Fizz Showbag - \$5
- Captain Candy Showbag - \$5
- Rip Snorter Little Ripper Showbag - \$5
- Rip Snorter Brain Blaster Bag - \$5

\$10 OR LESS - More than 80 showbags are priced at \$10 or less – including:

- Cadbury Dairy Milk - \$6
- Cadbury Caramello Koala - \$6
- Mega Fizz - \$6
- Zappo - \$6
- Hubba Bubba - \$7.50
- Chupa Chups Megabag Showbag - \$10
- Licorice Lovers - \$10
- Jumbo 100 In 1 Showbag - \$10
- Snack Lovers - \$10

\$20 OR LESS – 160 showbags are priced at \$20 or less – including:

- Darrell Lea Chocolate Coated Showbag - \$15
- Bag of Bubbles - \$15
- Push Pop - \$15
- Lifesavers - \$15
- Kinder Surprise - \$17
- The Big Pet Dog Bag - \$20
- Guardians of the Galaxy - \$20
- Avatar - \$20
- American Candy - \$20

SELECTION OF NEW SHOWBAGS

- Stitch Backpack Bag - \$35
- Stitch Stationary Bag - \$30
- Building Bricks - \$30
- Bake Kneads - For The Baking Enthusiasts - \$25
- Go Nuts for Donuts - \$25
- Jurassic World - \$35
- Fashion Trendz - \$27
- Jujutsu Kaisen - \$32
- The Simpsons - \$35
- Wicked Cosmetic Bag - \$35
- Pranks & More - \$32
- Furby - \$32
- Cinnamoroll - \$32
- Jawbreaker - \$16
- Sonic - \$32
- Hello Kitty Pink - \$32

SELECTION OF RETURNING FAVOURITES

- Bertie Beetle Bonanza - \$18
- The Australian Women's Weekly Showbag - \$25
- The Wiggles - \$28
- Pokemon Go - \$32
- Paw Patrol - \$32
- Marie Claire - \$32
- Hot Wheels Monster Truck Showbag - \$32
- Bluey - \$32
- Peppa Pig - \$32
- Gabby's Dollhouse - \$35
- Minecraft Backpack Bag - \$35
- Kuromi - \$32

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



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