



MEDIA RELEASE

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GET EKKA-EXCITED –THE SHOW IS ON ITS WAY

The Ferris Wheel is up, competition judging has begun, 50 semi-trailers full of sawdust have arrived and in just three weeks time, the most loved Queensland show will begin.

The RNA today launched Ekka 2008 which begins at the RNA Showgrounds in Brisbane in just 21 sleeps time on Thursday 7 August.

A new on-line ticketing system was also launched with the offer of a 15% discount to the first 5,000 people to purchase their tickets on-line at www.ekka.com.au.

Chief Executive Jonathan Tunny said there was a big on-line focus for Ekka this year.

“We’ve introduced on-line ticketing, on-line games where you could win family passes, and an interactive itinerary builder so you can plan your day to the minute.

“It’s a great space for families to plan their Ekka visit to a budget and have loads of fun in the process,” he said.

Speaking at the launch RNA President Dr Vivian Edwards said the Ekka was the very best showcase of Queensland agriculture, horticulture, pastoral, cultural and manufacturing industries you’ll ever see.

“It’s also the best fun you will have all year.

“Queensland, this is your Showgrounds, it’s your Show, and I invite you to embrace it and enjoy it.”

To celebrate the Show’s impending arrival **My Mini Ekka** will be held this Saturday 19 July at Reddacliff Place, top of Queen Street Mall. This fun family event will offer a preview of the 2008 Show with an Ourbrisbane.com Ferris Wheel, demonstrations and games.

Some Ekka 2008 Show highlights include:

- The Energex Community Arena will explode with the jam packed action of the new Ekka IgNITES program. The fantastic line-up includes the Trackskill V8 Ute Challenge, the ShowTime FX Motocross Team, a monster truck show and a spectacular Dairy Farmers Fireworks and Laser display.
- Fast becoming recognised as the best value outdoor gig in Brisbane, The Nova Live and Loud @ Ekka concert series will be back with headliners Butterfingers, Regurgitator and Faker, and Nova Rock School will again crown two winners with \$5,000 each going to the best band for original music and the best band for covers.

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EKKA!®

- Thoroughbred Day will be a must see this year with a never before seen prize pool worth \$40,000 and international guest judges including South African Michael Goss and Her Royal Highness Princess Dona Teresa de Borbon of Spain.
- The RACQ Insurance Animal Nursery is back and bigger due to popular demand and more kids will have the chance to milk a cow at the Dairy Farmers Milking Barn.
- Learn from the best at the Taste of Queensland Kitchen with hosts Alison Alexander and Peter Howard and sample Queensland's best fresh produce at the Woolworths Fresh Food Pavilion
- Beef entries have been incredibly strong, the Farriers and Blacksmith competition is red hot and the photography competition is over exposed with a huge increase in the number of entries.

RNA Chief Executive Jonathan Tunny said the Show this year was about reminding people that the Ekka really is a show for all Queenslanders.

"My Ekka is the theme for 2008, with a focus on what Ekka means for each and every one of us.

"For a young child it might be the thrill of milking a cow for the first time or for a teenager, the thrill of the rides in sideshow alley.

"For me it's Woodchop and the Grand Parade on People's Day, which I just love to watch," Mr Tunny said.

The Ekka is on at the RNA Showgrounds from the 7-16 August.

For more information and to purchase tickets online visit www.ekka.com.au.

ENDS

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