

media release



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BUY ONLINE FOR EKKA '09

The new look 2009 Ekka website goes live today (1 July) with some great deals on offer when you buy your Ekka tickets online.

The first 5,000 people to get the jump on Ekka tickets online will also get a 15% discount on their ticket price.

RNA Chief Executive Jonathan Tunny said with only 35 more sleeps to the Ekka, excitement at the Showgrounds and in the hearts of every child was starting to build.

"Competition judging is underway, fresh paint is being applied and gardens replanted; and our new light towers are now up ready to shine 50% more light onto the Main Arena Ekka Ignites program," he said.

This year the Ekka is also offering early online ticket buyers the option of reserving a seat at the popular Coffee Club Fashion Parades.

Ekka Marketing Manager Angela Mulcahy said the fashion parades were one of the most popular attractions at the Show every year.

"We've got a limited number of reserved seating at every parade, so purchase your ticket online and early to take advantage of this special pass," she said.

"When you buy online you'll be able to simply tick a box to reserve a seat and then on the day, you can arrive 15 minutes early to avoid long queues. We want to encourage online ticket sales this year, so what better way to thank people for buying online, then giving them a great seat at the best parades in town."

The Ekka website also provides an interactive itinerary builder, much like a shopping cart, where you can pick the attractions you like and plan your day out at the Show.

"With more than 1,000 free events scheduled throughout the 10 days of Ekka, you can pick out a few things that you want to see and do and ensure that you are there on time," said Ms Mulcahy.

Patrons can use the website to be updated daily on all things Ekka, including the very latest news; competition results; schedules; highlights; and alerts.

Ekka runs from 6-15 August at the RNA Showgrounds. Visit ekka.com.au for more information.

Ticket Prices: Adults (\$23); Children 5-14 (\$13); Concession (\$17); Under 5yrs (FREE)

Family A: 2 Adults + 2 Children (\$57); Family B: 1 Adult + 1 Child (\$32)

MEDIA ENQUIRIES: Andrea Sackson; 0414 672 318

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