

# Media Release



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## **EKKA FAREWELLS QUEENSLAND FOR ANOTHER YEAR**

BRISBANE: With sunshine and blue skies prevailing over most of the ten days of the Royal Queensland Show, in excess of 400,000 people have poured through the gates to participate in and enjoy the competition, entertainment and fun that is Ekka.

With crowd numbers up around 20 per cent on last year, Queenslanders have thoroughly enjoyed all the wacky, the wonderful, the thrills, the glamour, the delicious treats and the strong spirit of competition.

“Ekka 2010 has been a terrific success,” RNA President Mr Allan Warby said. “Ekka patrons created a happy atmosphere throughout the Showgrounds as they enjoyed the multitude of attractions on offer.

“From new dining options, to the action-packed night-time program, to an excellent music and entertainment line-up, to thousands of animals and competitions, and of course all the traditional favourites that people come back for year after year, it has been a privilege to stage this year’s Show,” he said.

“We’ve had showbags sell-out, over 100 lambs born, 185,000 dagwood dogs and 145,000 strawberry sundaes sold – which is all a part of Ekka,” Mr Warby said.

“This is the people’s Show and it takes hundreds of dedicated exhibitors, carnival operators, sponsors, judges, stewards, competitors, volunteers and staff to make the Ekka the best-loved event year after year. Thanks go to them and to the people who have come to enjoy this year’s Show.

“We have been thrilled with the quality, craftsmanship, skill and talent of our competition entrants and recognised and awarded the champions.”

Headline acts Operator Please and Yves Klein Blue play to Ekka crowds tonight along with a jam-packed Ekka Ignites program in the Main Arena. Ekka will be back at the RNA Showgrounds next year with planning already underway for 2011.

**-ENDS-**

### **NOTES TO EDITORS: EKKA 2010 FINAL FUN FACTS**

- There are 3,600 jobs created especially for the Show, not including the 800 volunteers who make the Show happen.
- Darrell Lea showbags were a clear favourite selling out daily. The Bertie Beetle Bonanza, Mega Magic, Kit Kat, Dairy Farmers and Dirt Bike Showbags were sold out by Day 9 of Ekka.
- The Cotton and Wool Parades – hugely popular, with over 25,000 people having viewed the parades.
- Around 13,000 children participated in the Ekka Learning Trail compared to 9,000 from 2009.
- 2,282 bales of hay were sold at the RNA Hay Store.

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- Around 3,570 Japanese pancakes and dumplings have been sold.
- 6,875 Wagyu plates have been eaten.
- The peanut van sold more than two tonnes of peanuts not including the 80 kg of peanut paste and the 100 kg of boiled peanuts (which sold out!).
- Cheddar was the first cheese to sell-out at the Royal Queensland Deli.
- All 120 chickens hatched from their eggs.
- In the Sunny Queen Little Miracles Newborn Corner, 100 Ekka ewes gave birth to their little lambs including seven sets of twins.
- League of Sideshow Superstar performer, the Great Gordo Gamsby, swallowed 46 swords, while fellow performer Shep Huntly shocked himself from a 12 volt car battery through his nipples 23 times.
- The Straight Jacket stunt performed at Ekka this year was last performed in Australia by Houdini in 1910, exactly 100 years ago.
- Brisbane Markets Kids in the Kitchen classes have been at full capacity attracting more than 900 kids.
- Dagwood dogs are still a traditional show favourite with 183,000 sales.
- 17,000 Coon Cheese Toasties were purchased.
- The famous Nestle Peters Strawberry Sundaes have continued in popularity with 145,000 sales.
- 15,400 Coffin Bay Oysters and more than 9,400 prawns have been consumed washed down by nearly 1,820 glasses of wine at the new Seafood and Wine bar.
- 1,300 Royal Queensland Deli bags have been sold.
- 7,500 Turkey Legs have been purchased– could these be a new Show favourite?
- Close to 4,375 scones have been made and sold by the CWA ladies.
- Almost 16,000 slices of Woodfire Pizza have been sold.
- The RACQ Insurance Animal Nursery has attracted more than 130,000 people - making it the most popular attraction at the Ekka.
- The Dairy Farmers Milking Barn milked 30 cows each day in the animal nursery.
- The 2010 Ekka has attracted 23,500 entries across 12,000 classes in 52 competition categories.

To arrange interviews contact Ekka Media Centre's Veronica Carew on 3253 3930 or 0408 323 631 or Ali Merson on 3253 3931 or 0439 773 809.

Interviews: Jonathan Tunny, RNA Chief Executive

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