



# Media Release



# Ekka

Saturday August 20, 2011

## Ekka closes its gates for 2011

More than 400,000 Queenslanders have come together to celebrate the state's biggest and most loved event – the Royal Queensland Show (Ekka).

RNA Chief Executive Jonathan Tunny said this year, more than ever, the Ekka was truly about bringing the city and country together.

“After such a devastating start to the year for many people, it's been wonderful to see Queensland come and enjoy this unique 10 day showcase,” he said.

“The RNA would like to thank the people of Queensland for supporting their show.

“The Ekka is the people's event, their celebration and their showcase of what makes this state great.”

Mr Tunny said the RNA had focused on improving the food choices at Ekka and this year's visitors had responded.

“Ekka visitors are clearly pleased with the choices available with more than 40,000 oysters and 500 kilograms of award winning Masterkobe Wagyu rump sold during the 10 days,” he said.

“Traditional favourites remain popular with 244,000 dagwood dogs, 10,600 CWA scones and more than 100,000 Ekka Strawberry Sundaes eaten throughout the show.”

Mr Tunny said there were a few firsts for Ekka 2011.

“This year featured handmade gourmet ice-cream in the Ekka Strawberry Sundaes, Australia's very first free Royal Show iPhone app and the biggest bull in 20 years, weighing in at 1.5 tonne,” he said.

Grammy Award winners Wolfmother are still to perform to Ekka crowds tonight along with a jam-packed Ekka Ignites program, presented by B105 in the ENERGEX Community Arena.

Ekka 2012 planning is already underway as Queenslanders restart the countdown.

### Ekka 2011 Final Fun Facts

- More than 100,000 Ekka Strawberry Sundaes have been devoured
- 85 lambs have been born in the Sunny Queen Little Miracles Newborn Corner, with more still arriving
- Australia's very first free Royal Show iPhone app has had 30,000 downloads
- 40,000 oysters were eaten, smashing last year's record of 15,400
- More than 130,000 people have gone through the RACQ Insurance Animal Nursery, with many more still making their way around
- The CWA ladies have been busy cooking 10,600 scones during show, compared to 4,375 in 2010
- More than 30,000 Ekka-goers visited the iconic Cotton and Wool Parades
- Ekka patrons ate their way through more than 500kg of award winning Masterkobe Wagyu rump steaks!
- 14,300 children participated in the Brisbane City Council Ekka Learning Trail

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- Brisbane Markets Kids in the Kitchen has been incredibly popular, with nearly 1,200 kids going through 94kgs of capsicum, 96 punnets of cherry tomatoes and 80kgs of zucchini during the 10 days of Ekka
- Ruby Rubberlegs, member of the League of Sideshow Superstars, dislocated her shoulders, hips and legs 20 times during Ekka
- The Ekka website received almost 11 million page views (Peak Ekka traffic: May 1 – August 20, 2011)
- Dagwood dogs are still the food of choice, with 243,800 consumed during the 10 days
- All 100 chicks hatched from their eggs
- 8,616 glasses of wine were consumed at the Seafood and Wine Bar, that's almost five times more than 2010!
- Gotzinger sold more than 12,000 New York style mini hotdogs – a new show favourite perhaps?
- Prawn sales have tripled with almost 24,400 consumed during the show
- Coon Cheese toasties are still a show favourite with more than 23,000 devoured
- By the end of Ekka, 14,450 steak sandwiches and burgers had been cooked, sold and eaten
- The Peanut Van has sold more than two tonne of peanuts, including 250kg of peanut paste, 200kg of sugar coated peanuts, 250kg of boiled peanuts and 150 litres of peanut oil!
- One tonne of Greek yoghurt was sold during the show
- The top selling showbags for Ekka 2011 include the Harry Potter bag, Dora the Explorer bag, Cadbury Dairy Milk, Mega Transformers bag, Smurfs and the show favourite Bertie Beetle.
- Ekka's Facebook friends have increased by 225% to 18,471

**For all the latest Ekka 2011 news go to the Ekka Media Centre** at [www.ekka.com.au/media](http://www.ekka.com.au/media) or contact RNA Media and Communications Officer Katie Johnston on (07) 3253 3931 or 0433 376 713, or Ekka Media PR Consultant Andrea Sackson on 0414 672 318.

The comprehensive Ekka Media Kit is also available for download at [www.ekka.com.au/media](http://www.ekka.com.au/media)

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