

August 7, 2016

It's all about the frocks and fillies!

Bringing some glitz and glamour to the Royal Queensland Show (Ekka), Thoroughbred Day dominates proceedings tomorrow.

Now in its tenth year, this unique, day-long event offers \$30,000 in cash and prizes and the title of Supreme Champion Thoroughbred. It showcases the beauty and versatility of Thoroughbred horses and is major highlight on the Ekka calendar.

Adding some extra glamour to Thoroughbred Day this year is the new Ekka Fashions on the Field competition, which will see the most stylish ladies and gentlemen don their formal spring season race wear.

Once again, blue skies and sunshine bought the crowds in for the first full weekend of Ekka and by night's end we expect more than 90,000 people have passed through the gates yesterday and today. Here's what's in store for Day 4 at Queensland's largest and most loved annual event.

MEDIA DOORSTOP: 11.30am with RNA President David Thomas or Chief Executive Brendan Christou on Heritage Hill overlooking the Main Arena.

Day 4: Monday 7 August – JUDGING HIGHLIGHTS

- 8am-4pm – Thoroughbred judging – Main Arena
- 8.30pm-5pm – Cat judging – Longhair Cats – RACQ Animal Nursery Map ref: N-8
- 9am-11.30am – Fashions on the Field – Main Arena
- 9am-5pm – Canine judging – Group 4 – Hound Dogs
- 10am-5pm – Woodchop – Underhand, standing block finals – Woodchop Arenan Map ref: E-2

THOROUGHbred DAY

Don't miss one of Ekka's most glamorous events as it showcases up and coming potential Group One winners worth millions of dollars. Featuring \$30,000 in prizemoney this unique event enables the public to see future champions in the making. **MAIN ARENA – From 8am.**

FASHIONS ON THE FIELD presented by Dendy Cinemas

Fashion-forward ladies and gentlemen will don their most stylish formal spring season race wear in this brand new competition, taking place tomorrow during the annual Thoroughbred Day. In a showcase of style not to be missed, they'll strut their stuff for our panel of prestigious circuit judges in four exciting categories: Best Female Ensemble (18-40yrs); Best Female Ensemble (over 40yrs); Best Male Ensemble; Best Headwear (male or female). The judging panel will score the fashionistas on a number of standard race-wear criteria to crown the winner from each category with more than \$20,000 in prizes on offer. **MAIN ARENA – 9am-11.30am**

LUSCIOUS LOCKS TO LOVE!

Possibly the prettiest animals on show at the Ekka, the longhair cats with their luxurious locks will delight. The longhaired Persian cats, which date back to the 16th century, are the true princesses of the Show and are not to be missed! **WHEN : 8.30-5pm WHERE: RACQ Animal Nursery**

BUDDING FILM MAKERS SET TO STEAL THE SHOW

Students will get those cameras rolling in this popular competition. It requires students to literally race against the clock around Ekka - planning, scripting, directing, shooting, editing and producing a TV ad. The challenge is to create a 15 or 30 second ad within 24 hours, which excites and encourages families with children to attend the Ekka to make memories of their own. This year, 63 entries from 17 schools have been received - they're in the race for cash prizes!

QUEENSLAND CABINET MEETS

Queensland Cabinet Meets Following a long established Ekka tradition, Queensland Cabinet will meet at the Ekka tomorrow. Premier Anastacia Palaszczuk will hold a press conference following the meeting.

REGIONAL PRIDE ON SHOW - Agricultural Hall

The Agricultural Hall will be as proud as punch tomorrow as it showcases all the wonderful produce from the regions to visitors from the Lockyer Valley and Logan on their official Show Holiday Day.

Ekka Essentials:

- Royal Queensland Show (Ekka) August 5 – 14, 2016
- Brisbane Showgrounds, 600 Gregory Terrace, Bowen Hills, Queensland
- Gates open at 9am
- Tickets are available online at www.ekka.com.au

EDITORS PLEASE NOTE:

The 2016 Ekka Media Kit is now available to download. It is the most comprehensive information guide to the show, to download please visit <https://www.ekka.com.au/media-centre/media-kit>

Don't forget to follow us on social media #ekka



For more information please contact the Ekka Media Unit:
Veronica Carew
General Manager Communications
Ph: 07 3253 3930/ 0408 323 631
Email: vcarew@rma.org.au

Nicole Clifton
Media and Communications Officer
Ph: 07 3253 3931/ 0417 451 775
Email: nclifton@rma.org.au