

MEDIA RELEASE

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Beefing up Ekka's opening ceremony

The big beasts of the Royal Queensland Show (Ekka) will get more time in the spotlight this year, with the Official Opening Ceremony 'moo-ving' to the second day of show.

The ceremony, traditionally held on opening night, will now take place at midday on Saturday August 12 to accommodate not one, but two livestock parades featuring hundreds of the country's best beef cattle.

With a record 2,889 entries across all beef sections this year, it means more cattle than ever before - 1,750 head - will descend on the Showgrounds to be paraded, judged and displayed.

Beef cattle have featured at Ekka since the very first show in 1876 and the livestock parades remain a family favourite - nowhere else can this many cattle be found so close to a city's CBD.

The Official Opening Ceremony, which welcomes Ekka guests from across the state, will be followed by a parade of livestock, a stunt vehicle display paying tribute to the Holden Precision Driving Team and the Stud Beef Paraders' Competition.

His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd) Governor-General of the Commonwealth of Australia will officially declare the 140th show open, with the ceremony also including the traditional Blessing of the Plough and the sounds of the Australian Army Band Brisbane.

The Opening Ceremony, which has long been steeped in tradition, has been held since the very first show in 1876.

For more information on the Official Opening Ceremony proceedings please click here.

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