

Sunday August 4, 2024

Ekka action beefs up as cattle come to town

Today the country truly comes to the city with the arrival of more than 1200 head of cattle for Ekka's prestigious Beef Week competition.

There is plenty of action tomorrow as we count down to the Royal Queensland Show.

Gates open this Saturday August 10, with Beef Week kicking off from tomorrow (August 5) for six days of judging to crown the best of the best.

See 1,200 head of cattle moo-ve in

Cattlemen and women will be brushing, clipping, washing and blow drying their animals today, as they prepare for six days of judging which starts from tomorrow. The Ekka will be home to Australia's biggest beef cattle competitions and the largest showing of stud beef in the southern hemisphere. More than 20 breeds of beef cattle will be displayed at Ekka this year.

WHEN: Today (Sunday August 4), best vision for media will be from 12pm
WHERE: Large Animal Pavilion, Brisbane Showgrounds

No bull! Big beefies to tip the scales

The biggest beef cattle at the Ekka will step on the scales for a weigh-in not to be missed as we crown the heaviest bull of Show! See stud beef bulls weigh in – some will be more than a tonne! This special Ekka tradition kicked off in 2017 and promises great vision and photo opportunities for the media.

WHEN: Today (Sunday August 4) at 12.15pm
WHERE: Level One of the Large Animal Pavilion, Brisbane Showgrounds

Human Cannonball to fly high in special preview

Jaws will drop as Australia's only Human Cannonball is fired from the mouth of the giant 1.2 tonne cannon and soar across the Main Arena in today's sneak peak of the 2024 EkkaNITES show. Experienced stunt artist Warren Brophy is one of only a handful of artists in the world to perform this daring stunt which first debuted at the Ekka back in 1966.

WHEN: 1.15pm.
WHERE: Main Arena, Brisbane Showgrounds

Media Doorstop – 12pm today.

RNA Chief Executive Brendan Christou will be available on grounds today (August 4) to preview this year's Ekka.

WHEN: 12pm

WHERE: Level One of the Large Animal Pavilion

PARKING FOR MEDIA – Contact the Ekka Media team below who will direct you to the best parking.

EDITORS PLEASE NOTE: The 2024 Ekka Media Kit is now available to download. It is the most comprehensive information guide to the show – to download please visit

www.ekka.com.au/media/media-kit/

And download the Ekka App from Google Play or the App Store.

For the latest updates, follow us on social media @TheEkka



MEDIA ENQUIRIES:

Veronica Carew
General Manager Communications
Ph: 0408 323 631
Email: vcarew@rna.org.au

Natalie McKeering – 0418 986 084
Olivia Hatch – 0408 743 745