

media release



THE EKKA-CITEMENT IS BUILDING

Organisers of this year's Royal Queensland Show are promising another bumper event when the gates open for Ekka 2007, at the RNA Showgrounds in Brisbane on August 9.

RNA Chief Executive Jonathan Tunny said the excitement was building at the Showgrounds with preparations for Ekka 2007 well underway.

"Our buildings are getting a fresh coat of paint and the first Ekka billboards and banners have gone up around the city with the theme for this year ***That's Ekka***."

"There's a little piece of the Ekka in all of us," Mr Tunny said. "You'd be hard pressed these days to find anyone in Queensland who did not have an Ekka memory."

"*That's Ekka* highlights those wonderful traditions that make the Ekka a truly unique event for everyone; from the smell of cattle to the beautiful lights of the Ferris wheel."

Visitors to Ekka 2007 are in for some great entertainment and loads of fun. Here's a glimpse of the program highlights for 2007:

For the kids – big and small!

There's a big focus on activities, fun and learning this year, so if you have children, head to the southern end of the Showgrounds. Here you'll find the Animal Boulevard, an entire street dedicated to every animal you can think of, as well as the Big Top circus school; Skyview observation wheel, the Fun and Learning Pavilion; storytelling and pony rides. Don't miss two new rides for the kids – the *Samba Balloon Race* and *Crazy Rider*.

Competitions

The Ekka is renowned for providing a first rate competition platform for enthusiasts in all livestock, craft, cooking, cultural activities and academic pursuits. More than 30,000 entries across 35 categories are received, judged and displayed each year for Ekka visitors. Keep an eye out for the bush poetry, branded beef (for the best beef available in store), schools pumpkin and giant vegetable competitions; all new official competitions.

Big thrills

Get ready for the *extreme zone* in Sideshow Alley and two new rides, *The Insanity* – a ride that even astronauts fear – and *Power Surge*. Nova Live and Loud is back this year with three big nights of live music and the ever popular Rock School band competition.

The Royal National Agricultural and Industrial Association of Queensland
RNA Showgrounds, Gregory Terrace, Bowen Hills QLD 4006
Postal Address: Locked Bag 1010, Albion QLD 4010
T +61 7 3852 1831 F +61 7 3257 1428

media release



Ekka Shopping

If you are on the lookout for the weird and wonderful, delicious and simply stunning, there are plenty of products to choose from in the many Ekka pavilions including: the Showbag Pavilion, Automotive Pavilion, Bushman's Trading Post, Ekka Emporium, Woolworths Fresh Food and Wine Pavilion, John Reid Wool Pavilion and Outdoor Living Pavilion.

Fabulous Fashion

The Coffee Club Fashion Parades daily will feature Queensland's top designers and their designs using predominantly natural fibres. Student categories from Queensland University of Technology and Metro South TAFE will profile emerging designers and the creative designs of the future.

Ekka 2007 runs from 9-18 August at the RNA Showgrounds, Gregory Terrace Brisbane. For full program and entertainment details, visit the Ekka website at www.ekka.com.au

Media enquiries:

Andrea Sackson: 0414 672 318

Ann Rainbow: 0411 482 792

**The Royal National Agricultural and Industrial Association of Queensland
RNA Showgrounds, Gregory Terrace, Bowen Hills QLD 4006
Postal Address: Locked Bag 1010, Albion QLD 4010
T +61 7 3852 1831 F +61 7 3257 1428**