

Media Release



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People's Day – a tradition since 1876

With 240,000 people flocking to this year's Royal Queensland Show (Ekka) already and the weather forecast to clear, the traditional Brisbane public holiday known as People's Day is expected to attract another good turnout today.

RNA chief executive Jonathan Tunny said day seven of the Ekka is traditionally reserved for the people of Brisbane who are granted a day off from work to attend the show.

"The very first Ekka was held in 1876 at this very site, it was a huge hit and a public holiday was declared by the government of the day," Mr Tunny said.

"About 17,000 people attended the first show which was a great feat at a time considering the total population of Brisbane was only 22,000 in 1876.

Mr Tunny said the 2010 Ekka had also proven a hit so far with crowd numbers up at least 20 per cent on last year.

"The Ekka is a unique day out and it comes just once a year, so my message to people who haven't been yet is that there is still three days left to enjoy this wonderful iconic event," he said.

"Some of the highlights for People's Day include the Farriers and Blacksmiths competition in the Sale Ring; the Feline Breeds Kitty and Companion competition in Animal Boulevard and the Canine Sweepstakes - always popular on People's Day.

Here are some fun facts and stats so far for the first six days of Ekka 2010:

Entertainment

- League of Sideshow Superstar performer the Great Gordo Gamsby has swallowed 26 swords so far; while fellow performer Shep has shocked himself from a 12 volt car battery through his nipples 13 times.
- The Straight Jacket stunt being performed at Ekka this year was last performed in Australia by Houdini in 1910, exactly 100 years ago.
- Brisbane Markets Kids in the Kitchen classes have been at full capacity attracting more than 700 kids by the end of day six.
- The Cotton and Wool Parades – hugely popular, with 14,500 people having viewed the parades over the first six days.

Food

- Dagwood dogs are still a traditional show favourite with 120,000 sales to date;
 - By the end of day six, 12,000 Coon Cheese Toasties had been purchased;
 - The famous Nestle Peters Strawberry Sundaes have continued in popularity with 62,000 sales so far;
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- 9,530 Coffin Bay Oysters and more than 6000 prawns have been consumed washed down by nearly 1000 glasses of wine at the new Seafood and Wine bar;
- 700 Royal Queensland Deli bags have been sold;
- 6,000 Turkey Legs have been purchased– could these be in the running to trump the Dagwood Dog as Show favourite in years to come?
- Close to 3,000 scones have been made and sold by the CWA ladies;
- Almost 12,000 slices of Woodfire Pizza have been sold;
- Those pretty cupcakes in the Woolworths Fresh Food Pavilion have been selling like hotcakes! - about 5,000 so far.

Agricultural Experiences

- The RACQ Insurance Animal Nursery has attracted more than 80,000 people in just six days making it the most popular attraction at the Ekka.
- So far 70 lambs have been born in the Sunny Queen Little Miracles Newborn Corner, including six sets of twins!
- The Dairy Farmers Milking Barn is milking 30 cows each day in the animal nursery.

Competitions

- The 2010 Ekka has attracted 23,500 entries across 12,000 classes in 52 competition categories.

Showbags

- The most popular showbags for each of the main distributors are:
 - Bensons Food – Cadbury Family Deal, Freddo Family Deal, Freddo Frog, Caramello Koala
 - Bensons Novelty – Hello Kitty, Crusty Demons, Showtime FMX, Dora the Explorer, H2O
 - Hunter Leisure – Toy Story, Scooby Doo, Sponge Bob, Disney Princess, Tinkerbell
 - Chicane – Bertie Beetle, Diva, Australian Women’s Weekly, Wonka, Dare
- Darrell Lea showbags are a clear favourite selling out daily.

The 2010 Ekka ends at midnight this Saturday August 14.

For all the latest Ekka 2010 news go to the Ekka Media Centre at www.ekka.com.au/mediacentre or contact Veronica Carew on 3253 3930 or Andrea Sackson on 3253 3931.

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