

media release



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Bagging a Bargain

A Showbag lovers guide to the 2009 Sydney Royal Easter Show

Choosing favourites from a red-hot line up of 293 Showbags is never easy, but making the choice between a lovesick robot, a school girl rock star or half man, half spider is nigh on impossible for Showbag aficionados.

So to help Showbag fans with the difficult decision, General Manager of the Sydney Royal Easter Show Michael Collins today convened the Sydney Royal Showbag testing team, a line up of experts from The Royal Far West Children's Health Scheme and The Children's Hospital at Westmead, to predict the Top 10 most popular Showbags for this year's Show, as well as the Top 5 for \$10 and under.

"The Sydney Royal Easter Show is the most important date on the Showbag calendar because it is the first time a number of Showbags will be unveiled," Mr Collins said.

"Brand new Showbags for 2009 include Hanna Montana, Wall-E, Disney Princess and The Amazing Spiderman, while older Showbag fans can choose from Star Wars, World Wrestling Entertainment (WWE) or Xbox 360.

"The Show is the best place to spend time with your family this Easter, and every family has different rituals when it comes to choosing Showbags.

"So whether you're allowed one per visit, one for each hand, or you leave loaded down with Showbags of all shapes and sizes, we have put together our Top 5 tips for making sure everyone is happy with their Showbag decisions."

Mr Collins' Top 5 tips for Showbag lovers:

1. Jump online www.eastershow.com.au – each of the 293 Showbags on offer are listed here, plus you can compile your own Showbag wish list to print out.
2. Know your budget – with over 120 Showbags for \$10 and under, there is a Showbag to suit every family budget.
3. Pool your resources – check what Showbags your family are planning on buying so you end up with a good selection.
4. Save the best until last – visit the Showbag pavilion at the end of the day, so you don't have to carry your loot around. Or if you can't wait, hire a locker, there are some available just outside the Showbag Pavilion.
5. Pick up the ultimate Showbag guide in the Sunday Telegraph on 5 April.

"There are great savings to be made at this year's Show, and we hope these tips, along with our list of predicted Top 10 and Top 5 under \$10 will help make everyone's trip to the Showbag pavilion a memorable one," said Mr Collins.

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The Sydney Royal Showbag testing team predict the Top 10 most popular Showbags will be:

1. High School Musical 3
2. My First Showbag
3. Bob the Builder
4. Surfers
5. Backyardigans
6. Diva
7. Dare
8. DIY NOVA
9. Coca-Cola Backpack
10. Dora the Explorer

Top 5 for \$10 and under are:

1. Cadbury Dairy Milk
2. Barney
3. Blinky Bill
4. Pooh Novelty Bag
5. Junior Milky Bar

***The Sydney Royal Easter Show is one of the best events in the world,
and it's right on your doorstep!
Thursday 9 - Wednesday 22 April 2009
www.eastershow.com.au***

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