

media release



Friday, 20 February 2009

We have a seat waiting for you!

Tickets for the 2009 Sydney Royal Easter Show on sale now
Thursday 09 April to Wednesday 22 April

Save the date, write it on your calendar now, because the 2009 Sydney Royal Easter Show promises an exclusive and exciting world class line-up of entertainment for all the family.

If you thought the cattle judging, show jumping and carnival is where the entertainment begins and ends, then you're in for a big surprise. Prepare to be amazed, excited, dazzled and delighted.

RAS Chief Executive Peter King, says the Show team is hard at work preparing a jam packed program that's sure to deliver a spectacle seen nowhere else in Australia.

"The 2009 Show is a vibrant mix of animals, agriculture and entertainment. You will experience things around every corner that will be new and engaging," said Mr King.

"This year we believe the Show will be a one of the best in recent memory. It has become even better value in 2009, we have kept gate prices the same as last year and by going on line now you can actually increase your savings."

A family ticket will again be on offer (two adults and two children, including transport), but this year at an increased saving of 15% off the full ticket price if purchased (online only) at www.eastershow.com/tickets before the Show (offer closes March 25).

For the first time, print at home tickets will add an extra convenience for Showgoers. By pre-purchasing your tickets and printing them at home (offer runs until the Show ends), your family and friends can save time at the gates and get straight into the fun and excitement.

Easter Show General Manager Michael Collins says the Show is the best family entertainment event in Sydney, offering a unique blend of both city and country cultures.

"The centrepiece of the 2009 Show is a new theatrical production that has been produced exclusively for this year's showgoers. It's sure to have the whole family on the edge of their seats," said Mr Collins.

Taking place every night in the NAB Main Arena, "The Story of True Blue" is a classic outback yarn.

"Showgoers are invited to settle in and listen to the heart warming story of "Bluey" the blue cattle dog. Complete with thundering hooves, stampeding cattle and whip-cracking this spectacular production is a must see for everyone."

The Show prides itself on providing over 100 hours of free entertainment every day for 14 days of the Show.

"Family favourites such as the Racing and Diving Pigs are back with a splash, the kids can run loose with the baby animals in the Farmyard Nursery and the carnival will be packed with plenty of new

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white-knuckle entertainment,” said Mr Collins.

To ensure you don't miss a single minute of all the action, www.eastershow.com.au is the place to go and plan your day at the Show.

Since 1822 the Sydney Royal Easter Show has brought the country to the city with a mission to engage, educate and entertain people from all walks of life. Deeply rooted in Agriculture, the Show encourages and rewards excellence through the world class Sydney Royal competitions, while offering an insight into life of our country cousins. Woodchop, sheep shearing, outback utes, prize winning livestock and dazzling entertainment all making for an experience found nowhere else in the world.

***The annual Sydney Royal Easter Show is one of the best events of it's kind in the world,
and it's right on your doorstep!***

Thursday 09 April - Wednesday 22 April

www.eastershow.com.au

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Quick facts for the 2009 Sydney Royal Easter Show

- **ShowLink tickets** – are great value. ShowLink tickets include entry to the Show and return travel on CityRail, Sydney Olympic Park Major Event Buses and 'blue and white' Sydney Buses and Sydney Ferries (excluding premium bus and ferry services, and private buses).
- **Where to get them – to save time, buy your ShowLink tickets in advance. Pre-sale tickets can be used for single entry for any of the 14 days of the Show.**
 - Buy Online: Get your ShowLink tickets in advance at www.eastershow.com from 4 February to 5 March.
 - Buy in Person: Pre-purchase from participating metro Australia Post outlets from 4 February throughout the Show or from CityRail stations from 10 March 2008 throughout the Show.
- **How much -**
 - Adult \$32.00, Concession \$25.50, Child \$21.50 and **all** ShowLink tickets include return public transport
 - Receive a 15% discount if you pre-purchase a family ticket online (2 adults + 2 children) between 2 February and 25 March. \$90.80 instead of \$107.00, a saving of \$14
 - Receive a 10% discount if you pre-purchase tickets online between 2 February and 25 March. Adult \$28.80, Concession \$22.90, Child \$19.30
 - For entry after 5pm, get 30% off with a ShowLink After 5pm ticket - Adult \$22.00, Conc. \$17.50, Child \$15.00
 - Save on Kids Day, the last day of the Show, Wednesday 2 April, when all child ShowLink tickets are just \$10.
 - Special pre-sale offers are also available for groups and people with a disability. Call 1300 730 361 Monday – Friday 8am – 8pm. Pre-sale offers end 5 March 2008.
 - Visit www.eastershow.com for further ticketing information.
 - All online ticket sales incur a charge of \$5.90 postage & handling.
- **Opening Day Carnival Offer** - 10am until 2pm – with unlimited rides (including the SkyView Wheel), for a flat price of \$30

