



Royal Agricultural Society of NSW



## MEDIA RELEASE

21 November, 2008

# SYDNEY ROYAL EASTER SHOW SECURES WINNING TRIFECTA

The **Sydney Royal Easter Show** has cemented its reputation as the number one Major Event in NSW, winning two prestigious titles at the tourism industry's night of nights, plus induction into the Hall of Fame.

The Show was acknowledged as the most successful entrant of the 2008 NSW Tourism Awards, securing **Gold** in the **Major Festival or Event** category for the third consecutive year.

Organised by the **Royal Agricultural Society of NSW (RAS)**, the win saw the Show inducted into the **NSW Tourism Hall of Fame**, an accolade presented only to those who win Gold three years running.

"We are thrilled to win such a prestigious award. It's truly wonderful to see the Show being acknowledged as one of the great events of its kind in the world," said Mr **Peter King, RAS Chief Executive**.

But even more encouraging is the Show's win of the inaugural **People's Choice Award**, alongside Sydney Bridge Climb.

"This is great recognition from the people of Sydney as to how much the Show means to them and what a wonderful event it is for all of NSW and Australia," said Mr King.

Close to one million people flow through the Show gates each year, helping bring economic benefits of more than \$500-million to NSW.

**RAS President Mr Glenn Dudley** said not only does the Show unite Sydneysiders with country folk, but it also attracts a significant number of interstate and international visitors.

"In recent years the RAS has turned its focus to a global audience, working closely with partners like NSW Tourism to successfully bring Australia's culture and agricultural achievements to the world stage," said Mr Dudley.

The Show secured the title over finalists the 2008 Sydney Festival and the 2008 City V Country Festival of Football held on the South Coast.

Last night's win will see the Sydney Royal Easter Show represent NSW at the Australian Tourism Awards on February 27 2009 in Melbourne.

For further information on the Show, please visit [www.eastershow.com](http://www.eastershow.com)

***See you at the 2009 Sydney Royal Easter Show, 9 April – 22 April!***

Further information:

Philippa Lampe, RAS Manager Media & Public Relations

**P** 02 9704 1453 **M** 0419 483 407 **E** [plampe@rasnsw.com.au](mailto:plampe@rasnsw.com.au)

Royal Agricultural Society of NSW

1 Showground Road Sydney Olympic Park NSW 2127

Telephone (02) 9704 1111

ABN 69 793 644 351

Locked Bag 4317 Sydney Olympic Park NSW 2127

Facsimile (02) 9704 1122 Email: [info@rasnsw.com.au](mailto:info@rasnsw.com.au)

Sydney Showground

Locked Bag 4317 Sydney Olympic Park NSW 2127

[www.rasnsw.com.au](http://www.rasnsw.com.au)