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No more Ekka sundaes from medics

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Iwan Jones

A partnership that involves an Ekka staple that has raised millions of dollars for medical research will end this year after three decades.

Brisbane-based medical research charity Prince Charles Hospital Foundation will stop serving strawberry sundaes at the Ekka after 35 years. The foundation will

focus on new sustainable programs and direct its resources towards initiatives that assist patient care and lifesaving medical research.

The strawberry sundae first appeared at the Ekka in the 1950s, but the partnership between the foundation and the RNA started in the 1980s as a fundraising opportunity.

The sundaes raised millions of dollars for medical research and initiatives, such as a world-first ICU project for ICU bed spaces, Charlie's Village – a community area for patients with dementia – research that found a way to transport donor hearts, and Queensland's first child life therapist.

“By transitioning away from this program, we can focus even more on initiatives that can make the biggest impact in people's lives,” Prince Charles Hospital foundation chief executive Steve Francia said.

The 2025 Ekka will be held from August 9-17.



Luke Churchill, Viviana Lutzky, Hanna Stein, Chloe Nguyen, Eamonn Eeles and Megan Grace with EKKA sundaes at Prince Charles Hospital. Picture: Richard Walker