



## **MEDIA RELEASE**

# **CLARE COUNTY COUNCIL GOES 'NATIONWIDE' ON RTE 1**

**County Clare, IRELAND, Monday 29<sup>th</sup> January 2007** – The work of Clare County Council will feature in an episode of RTE 1's '*Nationwide*' program, to be broadcast at 7pm on Monday 5th February 2007. The award-winning news show will report on various aspects of the Council's work including the recently established Clare Tourism Forum, the Tulla Stables Studios project, the Cliffs of Moher New Visitor Experience and Clare Museum.

*"It is very gratifying to see that the work of Local Authorities, such as Clare County Council, is profiled at a national level",* stated Mayor of Clare, Cllr. Flan Garvey.

Mayor Garvey continued, *"Clare County Council is the body charged with responsibility for the provision of a wide range of services for the people of the county including road safety, recycling, arts promotion, urban and village renewal, libraries, refuse collection, and community and enterprise. However, the work of the Council is not always given the recognition it deserves. Therefore, I welcome RTE's decision to dedicate an entire edition of the 'Nationwide' program to Clare County Council."*

According to Mr. Alec Fleming, Clare County Manager, *"RTE's report on the work of Clare County Council is timely as it coincides with the completion of two of the biggest projects undertaken by Clare County Council. Last week, Section 1 of the Ennis Bypass was officially opened while the new EUR31.45 million Cliffs of Moher New Visitor Experience is just days away from being officially opened by*

*An Taoiseach, Bertie Ahern, T.D. It is truly an honour for Clare County Council to be exclusively featured in an episode of Nationwide.”*

The main feature of the ‘*Nationwide*’ program from Clare will be the official opening of the Cliffs of Moher Visitor Centre project by An Taoiseach Bertie Ahern T.D. on 8th February 2007. The project, which is expected to generate over 100 new jobs, includes substantial cliff edge improvement works and a visitor centre building. ‘*Nationwide*’ reporters this week interviewed Gerard Dollard, Project Leader for ‘*Cliffs of Moher New Visitor Experience*’ team; Michael Regan, Reddy O’Riordan Staehli, Architects; and staff at the new facility.

Clare Museum, which is funded jointly by Clare County Council and Ennis Town Council, will also feature in next week’s broadcast. Curator John Rattigan will speak about what attracted the estimated 39,500 people through the doors of the Ennis-based museum in 2006. Mr. Rattigan will also speak about Clare Museum’s policy of hosting regular high profile temporary exhibitions including an upcoming exhibition on the life of Dr. Brendan O’Regan - one of Ireland’s most noted peace ambassadors and initiators of commercial and industrial initiatives. The Dr. O’Regan exhibition will be officially launched on 8<sup>th</sup> February next.

The third Clare County Council-related topic to be featured on ‘*Nationwide*’ will be the Clare Tourism Forum, which recently launched a €110k marketing campaign for 2007. ‘*Tourism Brand Clare*’, which has been developed in association with Clare County Council, is the result of months of market research and follows on from the Forum’s successful Summer 2006 campaign to promote Clare to the local and national tourist market. The action plan for 2007 will target the domestic tourist market and will be conducted over three separate campaigns for spring, summer and autumn. The Clare Tourism Forum was established in November 2005. Its membership includes representatives of the principle agencies involved in tourism promotion in Clare in partnership with representatives of the hotel, vintners, tourism retail and B+B sectors as well as the main local tourism attractions.

The Tulla Stables Studios project, for which Clare County Council was recently awarded the ‘*Best Public Building 2007*’ accolade at the Local Authority Members’

Association (LAMA) awards, will also feature on the program. Clare County Arts Officer Siobhan Mulcahy will be interviewed on location about the project, which comprises of six artist studios and a community room. The building lay derelict for many years and was developed into an arts facility by the Arts Office of Clare County Council with support from Clare County Council and the Department of Arts, Sports and Tourism.

The '*Nationwide*' feature on Clare County Council will be broadcast at 7pm on Monday next 5<sup>th</sup> February 2007.