

Cantata workshop: Glór 20th November 2007

County Clare, 13th November 2007

County Clare's community leaders are to receive assistance in establishing local networks aimed at developing world-class, community-based cultural events and festivals.

Representatives of community organisations across the county are being invited to attend a free workshop at Glór, Ennis at 7:30 p.m. on Tuesday 20th November 2007. The workshop is being organised by Clare 'Live the Life' (CANTATA), which is a community initiative of Clare County Council, Shannon Development and local tourism interests, supported by the EU INTERREG Programme.

The upcoming event, which is being supported by the Clare Arts Office, follows a series of successful workshops, held earlier this year, featuring expert advice for festival and cultural event organisers in Clare.

According to Mr. John Quinlivan, Shannon Development Regional Development Manager, Clare, *"The workshop represents a valuable opportunity for local communities interested in the development of small-scale festivals and cultural events to learn from and support each other. It is particularly vital that community-based cultural events and festival organisers understand the techniques that will make them more successful."*

"Clare 'Live the Life' aims to bring local people and local places together to create an authentic tourism product. The rich and diverse cultural root of the county can help to attract more visitors, boost local pride and foster economic development in rural areas", explained Mr. Quinlivan.

Siobhán Mulcahy, Clare Arts Officer added that linking tourism with culture could do more for local areas than could be achieved by separate promotion.

"It takes teams of players working together to achieve this linkage", she added.

Ms. Mulcahy continued, *"A community that develops its full potential for quality cultural attractions creates new opportunities for locals and tourists alike. They gain a better experience of County Clare, its people, and time. A well-managed community-based cultural event or festival can subsequently improve the quality of life as people take advantage of the services and attractions that tourism brings. For this reason the Clare Arts Office has pledged its support to Clare 'Live the Life' and the upcoming workshop."*

For further information on the workshop, entitled 'Organising Community-Based Cultural Events and Festivals', please contact the Economic Development and Planning Department of Clare County Council at **065-6821616** or

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Alternatively please contact Sharon Lucey at sharon@exodea-europe.com or **022-53407**