

OFFICIAL LAUNCH
Friday 13th, April, 2007

UNLUCKY FOR SOME, NOT FOR GAELIGE BEO!

MINISTER FOR ARTS, SPORT AND TOURISM, MR JOHN O'DONOGHUE, T.D.
LAUNCHED GAELIGE BEO AT TIGH T.P.'S PUB, BALLYDAVID

Bain Taitneamh as an Teanga, le Gaeilge Beo
“Enjoy the language with Gaeilge Beo”

On a Friday the 13th of April, the Minister for Arts, Sport and Tourism, John O'Donoghue performed the official opening of Gaeilge Beo, Irish Cultural Activity Holidays at a reception in Tigh T.P.'s Pub, Ballydavid at 6.30pm.

Gaeilge Beo is a new initiative by well know Ballydavid men, T.P. and Sean Brendan O'Conchuir where they are offering specifically designed activity holidays through the medium of Irish. The development of this unique activity holiday is in direct response to an increasing demand in the tourism market for social and cultural activities spoken in Irish.

Speaking at the launch, T.P. O Conchuir, of Gaeilge Beo said *“Gaeilge Beo is only a small start of something very big. From speaking to people, I felt there was a niche for this type of product, people want to embrace their Irish culture and language and want to interact and speak Irish. We can arrange any type of activity the holiday maker requests and all spoken through our native tongue, whether it is hill walking, pottery classes, set dancing we can put together a package of different activities for their weekend break. We are hoping that this will involve the whole community and increase tourism to our beautiful little village, which has so much to offer. Our traditions are vital to us, we have to take advantage of our beautiful culture and we have to keep the Irish language alive”.*

Before officially launching Gaeilge Beo, John O'Donoghue, Minister for Arts, Sport and Tourism, said, *“Here in the heart of the Kerry Gaeltacht, Gaeilge Beo offers activity holidays for groups of people through the medium of Irish. This type of activity holiday that is offered by Gaeilge Beo is increasingly in demand and plays an important role in the development of tourism in Kerry and in the Gaeltacht in particular. I wish to congratulate everybody involved in providing these excellent services.”*

Monsignor, Professor and Canon Pádraig Ó Fiannachta, perhaps one of the best known Gaelic scholar's, performed a special blessing at the launch and it was also attended by Eamonn Ó Neachtain, Regional Manager of Údarás na Gaeltachta, Máire Uí Léime, Munster Regional Manager of Meitheal Forbartha na Gaeltachta, Thomas Fitzgearld, Managing Director of Bárd Na Gleann, Breandan MacGearailt, Bord Member of Údarás na Gaeltachta and Local Councillor, Tomas MacGearailt, Retired Senator, Michael Hennessy, Marketing Manager of the Irish Fisheries Board, Martin Kerin, Chairman of the Irish Traditional Netsmens Association, John Sheehy, President of Dingle Business Chamber and a host of business people and local's from the community.

Gaeilge Beo is based in Baile Na nGall on the Dingle Peninsula in Co. Kerry. It offers activity holidays, specifically designed to cater for groups of adults who wish to partake in activities through the medium of Irish and enjoy the social and cultural activities that the Dingle Peninsula has to offer.

Gaeilge Beo can arrange a weekend for groups in the Gaeltacht who wish to partake in activities such as local history tours, traditional music and dance, hill walking, painting, pottery, water activities and other sporting activities. Groups can meet the local people and enjoy Gaeltacht life and craic with the added bonus of the unparallel beauty of West Kerry. Holiday's are primarily aimed at adults and students, who have a basic level of Irish and want the opportunity to practice and improve their spoken Irish, but will also caters for those who have no Irish and want to experience the Irish language culture.

Gaeilge Beo has excellent facilities in the beautiful fishing village of Ballydavid including Tigh TP's Pub, restaurant and accommodation in it's Bord Failte 4 star approved Coast Guard House all overlooking it's scenic beach and harbour. Holiday packages are available with full board, half board or self-catering options. Holidaymakers can then custom-tailor a package to suit their group's activities requirements.

Gaeilge Beo is jointly owned by well know Ballydavid men, T.P. and Sean Brendan O'Conchuir. Their combined experience in the tourism industry will ensure that Irish language holidaymakers will enjoy a unique and lively programme of activities at Gaeilge Beo. Gaeilge Beo has also launched its new website www.gaeilgebeo.com where holidaymakers can view the different holiday options available to them. You can also make bookings by calling 066 9155300 or emailing info@gaeilgebeo.com.

Ends

For more information contact: T.P. O'Conchuir or Caroline Ni Luing

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