

Preaseisiúint - Nollaig 2014

Cill Dara le Gaeilge, scéim thrialach úrnua chun gnó a chur chun cinn trí mheán na Gaeilge i gCo. Chill Dara

Seoladh an chéim thrialach de thionscnamh úrnua chun cúrsaí gnó a chur chun cinn i gCo. Chill Dara agus é sin trí mheán na Gaeilge i gCaife Alice sa Nás an tseachtain seo. Cuirfidh an scéim, ar a dtugtar *Cill Dara le Gaeilge* eolas agus tacaíocht ar fáil do ghnólachtaí ar mian leo seirbhís a chur ar fáil dá gcustaiméirí trí Ghaeilge.

Tá an tionscnamh nua seo, a bheidh dírithe ar cheantar an Náis agus na Sollán de thuras na huair, á chomhlánú ag scéim náisiúnta ar a dtugtar *Gnó Means Business*. Tá an scéim seo á reáchtáil ag Foras na Gaeilge – an eagraíocht uile-Éireann a bhfuil freagracht uirthi as cur chun cinn na Gaeilge – agus cuirtear ar fáil raon leathan de sheirbhísí agus de tháirgí chun an Ghaeilge a chur chun cinn sa réimse gnó agus chun úsáid na teanga a éascú.

Dúirt Siobhain Grogan, Cathaoirleach *Cill Dara le Gaeilge*, ag í ag labhairt ag an seoladh, 'Tá an gnólacht, nach n-aithníonn an t-éileamh ar dheiseanna chun an Ghaeilge a úsáid – éileamh atá ag síor-fhás – i mbaol an deis a chailliúint chun roinnt custaiméirí ffor-dhlís a mhealladh. Tá thart faoi 600 mac léinn ag fáil a gcuid oideachais trí Ghaeilge i gceantar an Náis amháin agus tá an líon seo ag méadú. Custaiméirí poitéinsiúla iad na mic léinn seo uile agus a gcuid tuismitheoirí d'aon ghnó a úsáideann an Ghaeilge' 'Agus sa phobal i gcoitinne', a mhínigh Siobhain Grogan, 'tá an-chuid dea-thola don teanga'.

Tá na gnólachtaí áitiúla atá páirteach sa scéim thrialach an-éagsúil ó thaobh méid agus cineáil. Fógróidh na gnólachtaí seo an scéim ina n-ionaid féin agus caithfidh na baill foirne, a dtig leo an Gaeilge a labhairt, suaitheantas ar leith chun a dtoilteanas chun an teanga labhairt a chur in iúl, fiú mura bhfuil acu ach an 'cúpla focal'. Ar na gnólachtaí atá páirteach sa scéim thrialach sa Nás tá Caife Alice, Teach Altranais Craddock, Foot Stop, K-Bowl, Little Shop of Crafts, Pictiúrlann an Odeon, Cógaslann O'Reilly, Revamp.ie, Siopa Fear Whelan agus The Book Haven i Siopalann Mhóin Read. Tá roinnt gnólachtaí ó Na Solláin ag glacadh páirte chomh maith ar a n-áirítear, The Flower House, The Grange Café and an gastra-thábhairne, Lock 13.

'Creidimid go diongbhála gur féidir leis an nGaeilge, le tacaíocht thionscnaimh dála *Cill Dara le Gaeilge* agus *Gnó Means Business* bheith ina bhuntáiste mhór ag gach saghas gnólachta – mar shampla tríd an branda gnó a idirdhealú agus nó trí eispéireas chustaiméara a fheabhsú', a dúirt Daithí de Faoite, OCP *Cill Dara le Gaeilge*.

Aithnítear Co. Chill Dara mar an ceantar ina bhfuil an pobal Gaeilge is tapúla fáis sa tír ar fad. Tá ocht nGaelscoil ann anois. Thairis sin, tá réamhscoileanna lán-Ghaeilge, grúpaí pobail, clubanna óige agus campaí samhraidh ag feidhmiú trí Ghaeilge sa chontae.

Tá sé i gceist go mairfeadh an scéim thrialach, a bhfuil tacaíocht aici ó Chomhlachas Tráchtála Chill Dara Thuaidh agus Cumann Gnó na Sollán, ar feadh trí mhí. Seolfar *Cill Dara le Gaeilge* go hoifigiúil mí an Mhárta 2015, le linn *Seachtain na Gaeilge*, agus osclófar an scéim ansin do ghnólachtaí eile ó mhór-cheantar an Náis. Táthar ag súil go leathnófar an scéim don chontae uile amach anseo.

Ag labhairt di i ndiaidh an tseolta, leag Siobhain Grogan béim ar nádúr uileghabhálach *Cill Dara le Gaeilge*. "Tá barraíocht daoine ann a éiríonn míchompordach as an nGaeilge a labhairt cionnas nach féidir leo í a labhairt go líofa", a dúirt sí. "Spreagfaidh an tionscnamh seo daoine le cibé Gaeilge atá acu a labhairt. Cuimhnimis nach bhfuil foireann le Gaeilge 'fhoirfe' ach oiread ag na gnólachtaí uile atá rannpháirteach. Spreagfaimid gach duine, ar spéis leis a 'cúpla focal' a úsáid, chun tacú leis na gnólachtaí forchéimnitheacha seo agus triail a bhaint as!.

Na Solláin / Sallins	Nás na Ríogh / Naas	
Lock 13	Alice's Restaurant	Whelan's Menwear
The Flower House	Footstop	Craddock House Nursing Home
The Grange Café	Odeon Cinema	O'Reilly's Pharmacy
SuperValu	K-Bowl	Revamp.ie
	The Little Shop of Crafts	The Book Haven

Press Release - December 2014

Cill Dara le Gaeilge, new pilot scheme to promote business through Irish in Co. Kildare

The pilot phase of a new initiative, promoting business in Co. Kildare through the Irish language was launched in Alice’s Restaurant, Naas this week. The scheme, called *Cill Dara le Gaeilge*, will provide information and support to businesses that wish to provide services to their customers in the Irish language.

The new initiative, which is focused on the Naas and Sallins area for now, is complemented by another national scheme called *Gnó Means Business*. This scheme, operated by Foras na Gaeilge - the all-island body with a responsibility to promote the language, has a broad range of services and products, promoting and facilitating Irish in the business sector.

Siobhain Grogan, Cathaoirleach of *Cill Dara le Gaeilge*, speaking at the launch, emphasised that, 'For a business not to recognise the growing desire for opportunities to use Irish is to miss an opportunity to gain some very loyal customers. Approximately six hundred students are currently receiving an education through Irish in Naas alone, and this number is growing. All of these students and all of their parents are potential customers for any business which promotes the language and, of course, in the wider population, there is a lot of positivity towards the language,' explained Ms. Grogan.

Local businesses that have signed up to the pilot scheme are varied in size and nature. These businesses will advertise the scheme in their premises, and their staff that can speak Irish will wear a distinctive badge to demonstrate their willingness to speak the language, even if they can only manage a “cúpla focal”. The businesses participating in the pilot scheme in Naas include Alice’s Restaurant, Craddock House Nursing Home, Foot Stop, K-Bowl, Little Shop of Crafts, The Odeon Cinema, O’Reilly’s Pharmacy, Revamp.ie, Whelan’s men’s store and The Book Haven in the Monread Centre. A number of business from Sallins are also taking part including SuperValu, The Flower House, The Grange Café and the gastro pub, Lock 13.

Daithí de Faoite, PRO of *Cill Dara le Gaeilge* commented, “We strongly believe that with the support of the *Cill Dara le Gaeilge* and *Gnó Means Business* initiatives, the Irish language can be a great advantage to every type of business - differentiating the business brand, providing a better customer experience and increasing customer loyalty, for example.”

Co. Kildare has been recognised as having the fastest growing Irish speaking population in the country. It now has eight all-Irish speaking schools. It also hosts Irish-speaking pre-schools, community groups, youth clubs and summer camps that are operating throughout the county through the Irish language.

The pilot scheme, which has the support of North Kildare Chamber of Commerce and Sallins Business Association, is expected to run for the next three months. *Cill Dara le Gaeilge* will then be officially launched in March 2015, during Seachtain na Gaeilge, when the scheme will be opened to others businesses from the greater Naas area.

Speaking after the launch, Ms. Grogan emphasised that *Cill Dara le Gaeilge* is an inclusive initiative, “Too many people feel uncomfortable about speaking Irish as they cannot speak it fluently; this initiative will encourage people to use whatever Irish they have. Remember, not all of the participating businesses have staff with ‘perfect’ Irish either. We encourage everyone with an interest in using their cúpla focal to support these progressive businesses and give it a go.”

Na Solláin	Nás na Ríogh	
Lock 13	Alice’s Restaurant	Whelan’s Menwear
The Flower House	Footstop	Craddock House Nursing Home
The Grange Café	Odeon Cinema	O’Reilly’s Pharmacy
SuperValu	K-Bowl	Revamp.ie
	The Little Shop of Crafts	The Book Haven