Preasráiteas 23.02.2022

Sheol Cill Dara le Gaeilge an Scéim Gnó Chill Dara inniu

Sheol *Cill Dara le Gaeilge* an scéim *Gnó Chill Dara le Gaeilge* inniu. Tacaíonn an scéim seo le gnólachtaí a gcuid gnó a chur chun cinn trí úsáid a bhaint as an nGaeilge in eispéireas a gcustaiméirí. Tá an scéim ar fáil d'aon ghnó sa chontae, ach díreofar ar cheantar Nás na Ríogh/Na Sollán ar an gcéad dul síos.

Cuirfear comhairliúchán saor in aisce ar fáil do na gnólachtaí chomh maith le hiniúchadh ar bhealaí nua chun a ngnó a chur chun cinn. Gheofar comhairle maidir le feachtais mhargaíochta saincheaptha ag baint úsáid as ardáin ar líne agus na meáin shóisialta. Is deis den scoth é an scéim seo do ghnólachtaí a gcuid gnó a chur chun cinn agus nasc a chruthú leis an méid an suntasach daoine a úsáideann an Ghaeilge go rialta nó a bhfuil spéis acu sa teanga.

Beidh Cill Dara le Gaeilge ar fáil do ghnóthaí sa chontae gur mian leo aitheantas náisiúnta a bhaint amach le **Gradam Gnó** leis an eagras náisiúnta *Glór na nGael*. Aithníonn an scéim náisiúnta seo gnólachtaí a úsáideann an Ghaeilge mar chuid den ghnó nó a chuireann seirbhís trí Ghaeilge ar fáil.

Aithnítear agus tá cáil ar Chontae Chill Dara mar an contae leis an méadú is mó ar líon na gcainteoirí Gaeilge sa tír. Tá deich scoil lán-Ghaeilge chomh maith le naíonraí, grúpaí pobail, eagraíochtaí éagsúla agus coláistí samhraidh ag feidhmiú sa chontae anois. De réir dhaonáireamh náisiúnta 2016, is féidir le 85,426 duine Gaeilge a labhairt i gContae Chill Dara!

Agus í ag fógairt an scéim nua *Gnó Chill Dara*, seo a bhí le rá ag Sarah Walsh, oifigeach feidhmiúcháin le Cill Dara le Gaeilge:
"Táim ag tnúth le scéim *Gnó Chill Dara* a stiúradh. Aithním an spéis agus an tacaíocht fhorleathan don Ghaeilge i gContae Chill Dara. Tacóidh mé le gnólachtaí áitiúla a gcuid gnó a chur chun cinn i nGaeilge nó dátheangacha. Creidimid go gcuireann an Ghaeilge go leor buntáistí ar fáil do gach gnó ar bhealaí éagsúla: an branda gnó a chur chun cinn agus a idirdhealú, poiblíocht mhéadaithe, eispéireas custaiméara a fheabhsú agus dílseacht custaiméirí a threisiú.**”**

Ciarán Granger, *Café Grange*, Na Solláin:
“Bhí baint ag *Café Grange* le *Cill Dara le Gaelige* ón tús - ó chomharthaí beaga Gaeilge chun oícheanta ceoil agus scéalaíochta na hÉireann a óstáil. Is beag Gaeilge atá ag cuid againn agus tá

daoine eile ar an bhfoireann líofa - déanaimid go léir iarracht cúpla focal beannachta ar nós “go raibh maith agat” srl. Sa todhchaí beidh na Sollán ag óstáil níos mó imeachtaí agus ag tógáil ar rath a bhí ann roimhe seo.”

Tá *Cill Dara le Gaeilge* ag ceiliúradh *Seachtain na Gaeilge* le *Comórtas na bhFuinneog*. Tá an comórtas seo oscailte do gach gnó i Nás na Ríogh agus sna Solláin. Níl orthu ach na fuinneoga a mhaisiú agus úsáid frásaí i nGaeilge ar nós: “Bíodh lá deas agat” agus “Beannachtaí na Féile Pádraig oraibh”. Is gá go mbeadh na frásaí i nGaeilge nó dátheangach. Seolfaidh na gnóthaí grianghraf chuig eolas@cilldaralegaeilge.ie idir 01-17/03/22 le cur isteach ar an gcomórtas. Tá duaischiste de €1000 curtha ar fáil don chomórtas seo.

Tugtar maoiniú do *Chill Dara le Gaeilge* tríd an *Scéim Tacaíochta Gaeilge* atá ag *An Roinn Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spórt agus Meán*.

Tá tuilleadh eolais ar fáil anseo https://cilldaralegaeilge.ie/gno-chill-dara/.

Tuilleadh Eolais: Sarah Walsh; Cill Dara le Gaeilge - sarah@cilldaralegaeilge.ie – 045397320

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Sheol Cill Dara le Gaeilge an Scéim Gnó Chill Dara inniu

Cill Dara le Gaeilge launched the scheme *Gnó Chill Dara* today. This scheme supports businesses that wish to promote their business using Irish in their customer experience. This scheme is available to all businesses in the county although the Naas/Sallins area will be the focus for the initial phase.

The businesses will receive a free consultation, exploring new ways to promote their business. Advice on tailored marketing campaigns using online platforms and social media will be available. This scheme offers an excellent opportunity for businesses to promote their business and to connect with the substantial number of people in the county who use Irish regularly or have an interest in the language.

Cill Dara le Gaeilge will be available to support businesses who wish to achieve national recognition with **Gradam Gnó** from *Glór na nGael,* a national organisation that promotes the Irish language. This national scheme recognises businesses that use Irish as part of their business or who provide a service through Irish.

County Kildare is recognised and renowned as the county with the largest increase in the number of Irish speakers in the country. There are ten Irish-medium schools as well as pre-schools, community groups, various organisations, and summer colleges operating through Irish in the county. According to the 2016 national census, 85,426 people can speak Irish in County Kildare!

Announcing the new *Gnó Chill Dara* scheme, Sarah Walsh said:
"I look forward to leading the *Gnó Chill Dara scheme*. I recognise the widespread interest and support for the Irish language in County Kildare. I will support local businesses to promote their business in Irish or bilingually. We believe that the Irish language brings many benefits to every business in a variety of ways: promoting and differentiating the business brand, increasing publicity, improving customer experience, and strengthening customer loyalty."

Ciarán Granger, *Café Grange*, Na Solláin:
"*Café Grange* has been involved with *Cill Dara le Gaelige* from the beginning - from little signs as Gaeilge to hosting evenings of Irish music and storytelling. Some of us have very little Irish and others on the staff are fluent - we all try a few words of greeting such as "go raibh maith

agat" etc. In the future Sallins will hopefully host more events and build on past successes."

Cill Dara le Gaeilge is celebrating *Seachtain na Gaeilge* with *Comórtas na bhFuinneog*. This competition is open to all businesses in Naas and Sallins. Simply decorate the windows and use phrases in Irish such as: "Have a nice day" and "St. Patrick's Day Greetings". Phrases must be in Irish or bilingual. The businesses will send a photo to eolas@cilldaralegaeilge.ie between 01-17/03/22 to enter the competition. A prize fund of €1000 has been made available for this competition.

Cill Dara le Gaeilge is funded through the *Irish Language Support Scheme* of the *Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media*.

More information is available here https://cilldaralegaeilge.ie/gno-chill-dara/.

More information: Sarah Walsh; Cill Dara le Gaeilge - sarah@cilldaralegaeilge.ie – 045397320