

**Preasráiteas 04.10.2022**

## **Bargetrip.ie mar bhall de Ghnó Chill Dara**

Fógraíodh inniu gur chláraigh *Bargetrip.ie* mar bhall de *Gnó Chill Dara*, an scéim ghnó atá ag *Cill Dara le Gaeilge*, ceanneagraíocht na Gaeilge i gContae Chill Dara. Tacaíonn an scéim seo le gnólachtaí a ngnó a chur chun cinn trí úsáid a bhaint as an nGaeilge in eispéireas a gcustaiméirí.

### **Ag fógairt na nuachta seo di, dúirt Sarah Walsh, Oifigeach Feidhmiúcháin, Cill Dara le Gaeilge:**

"Cuirfimid comhairliúchán saor in aisce ar fáil do *Bargetrip.ie* agus cabhróimid leo iniúchadh a dhéanamh ar bhealaí nua chun a ngnó a chur chun cinn. Gheobhaidh siad comhairle maidir le feachtais mhargaíochta shaincheaptha a rith agus úsáid á baint as ardáin ar agus as na meáin shóisialta. Is deis den scoth an scéim seo do *Bargetrip.ie* forbairt a dhéanamh ar a ngnó agus nasc a chruthú leis an méid an-suntasach daoine a úsáideann an Ghaeilge go rialta nó a bhfuil spéis acu sa teanga. Tá áthas orainn fáilte a chur roimh *Bargetrip.ie* faoin scéim seo agus guímid gach rath orthu."

### **Ráiteas ó Ger Loughlin, Bargetrip.ie:**

"Tá ríméad orm a bheith páirteach le Cill Dara Le Gaeilge chun an Ghaeilge agus an gnó a chur chun cinn i gCill Dara. Tá *Bargetrip.ie* tiomanta d'fhorbairt scileanna Gaeilge a spreagadh i measc ár bhfoirne agus sa phobal agus tacaímid go láidir le forbairt na scileanna sin. Táimid ag féachaint ar bhealaí chun an Ghaeilge a chur san áireamh inár n-ábhair mhargaíochta agus chun úsáid a bhaint as an úsáid a bhaint as an Gaeilge ar na meáin shóisialta agus ar ár suíomh gréasáin."

Tá *Cill Dara le Gaeilge* ar fáil do ghnóthaí sa chontae ar mhian leo *aitheantas náisiúnta a fháil tríd an nGradam Gnó a bhaint amach, gradam de chuid an eagrais náisiúnta Ghlór na*. Aithníonn an scéim náisiúnta seo gnólachtaí a úsáideann an Ghaeilge mar chuid dá ngnó nó a chuireann seirbhís trí Ghaeilge ar fáil.

Tá clú agus cáil ar Chontae Chill Dara mar an contae leis an méadú is mó ar líon na gcainteoirí Gaeilge sa tír. Tá deich nGaelscoil chomh maith le naíonraí, grúpaí pobail, eagraíochtaí agus coláistí samhraidh gníomhach sa chontae anois. De réir dhaoineáireamh náisiúnta 2016, tá Gaeilge ag 85,426 duine i gContae Chill Dara!

Tugtar maoiniú do *Cill Dara le Gaeilge* tríd an *Scéim Tacaíochta Gaeilge* atá ag *An Roinn*

*Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spórt agus Meán.*

Tugann *Cill Dara le Gaeilge* cuireadh d'aon ghnó atá lonnaithe i gContae Chill Dara agus ar mhaith leo níos mó a fhoghlaim faoin scéim teagmháil a dhéanamh linn. Tá tuilleadh eolais ar fáil anseo: <https://cilldaralegaeilge.ie/gno-chill-dara/>.

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



Pressrelease 04.10.2022

## **Bargetrip.ie joins Gnó Chill Dara**

It was announced today that *Bargetrip.ie* has registered as a member of *Gnó Chill Dara*, a scheme for businesses run by *Cill Dara le Gaeilge*, the lead organisation for the Irish language in County Kildare. This scheme provides support to businesses to promote their business through the use of Irish in their customers' experience.

**Announcing this news, Sarah Walsh, Executive Officer, Cill Dara le Gaeilge said:** "We will provide *Bargetrip.ie* with free consultation as well as exploring new ways of promoting their business. They will get advice on tailored marketing campaigns using online platforms and social media. This scheme is an excellent opportunity for *Bargetrip.ie* to develop their business and to create a link with the significant number of people who use Irish regularly or who are interested in the language. We are delighted to welcome *Bargetrip.ie* into this scheme and wish them every success."

**Statement from Ger Loughlin, Bargetrip.ie:** "I am delighted to join up with Cill Dara Le Gaeilge to promote the Irish language, and the business in Kildare. Bargetrip.ie is committed to encouraging and supporting the development of Irish language skills among our staff and in the community. We are exploring ways to include the Irish language in our marketing materials and using Gaeilge in our social media channels and website content."

*Cill Dara le Gaeilge* is available to support businesses who wish to achieve national recognition with the **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 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, organisations and summer colleges now active in the county. According to the 2016 national census, 85,426 people in County Kildare speak Irish!

*Cill Dara le Gaeilge* is funded through the *Irish Language Support Scheme* of the *Department of*

*Tourism, Culture, Arts, Gaeltacht, Sport and Media.*

*Cill Dara le Gaeilge* invite any County Kildare based businesses that would like to learn more about the scheme to get in touch, more information is available here: <https://cilldaralegaelge.ie/gno-chill-dara/>.

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