



Preasráiteas 29.10.2024

Is ball nua de Ghnó Chill Dara é CrossFit Ostmen

Fógraíodh inniu gur chláraigh *CrossFit Ostmen*, giomnásiam dinimiciúil agus pobal-thiomanta atá suite i gcroílár Bhaile Átha Í, mar bhall de *Ghnó Chill Dara*, an scéim gnó 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 ina gcaidreamh lena gcustaiméirí.

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

"Tá *CrossFit Ostmen* tiomanta do dhaoine aonair de gach leibhéal aclaíochta a chumhachtú chun a ndícheall pearsanta a bhaint amach. Ba bhreá leo ceiliúradh a dhéanamh ar an nGaeilge agus í a chur chun cinn sa ghiomnásiam. Cuirfimid comhairliúchán saor in aisce ar fáil do *CrossFit Ostmen* agus cabhróimid leo iniúchadh a dhéanamh ar bhealaí nua chun a ngnó a chur chun cinn. Gheobhaidh siad comhairle maidir le feachtais mhargaíochta saincheaptha a rith agus conas úsáid a baint as ardáin ar líne agus as na meáin shóisialta. Is deis den scoth é an scéim seo do *CrossFit Ostmen* 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 *CrossFit Ostmen* faoin scéim seo agus guímid gach rath orthu."

Ráiteas ó Darren O'Brien, CrossFit Ostmen:

"Ag *CrossFit Ostmen*, táimid páiseanta faoi bhraistint láidir pobail a thógáil, agus is leathnú nádúrtha ar an tiomantas sin é an Ghaeilge a ionchorprú inár ngnó. Mar ghiomnásiam atá faoi úinéireacht agus faoi fheidhmiú na hÉireann, táimid bródúil as ár n-oidhreacht agus as ár gcultúr, agus feicimid úsáid na Gaeilge mar dheis chun í a cheiliúradh agus a chur chun cinn sa saol laethúil. Bíodh sé trí chomharthaíocht, ainmneacha ranga, nó trí dhul i dteagmháil le baill ar na meáin shóisialta, is mian linn timpeallacht chuimsitheach a chruthú ina mbeidh rath ar an nGaeilge. Is é an sprioc atá againn ná idir chainteoirí líofa agus fhoghlaimeoirí araon a spreagadh chun go mothóidís go bhfuil baint acu le traidisiún saibhir teangeolaíochta na hÉireann, agus an muintearas laistigh dár seomra aclaíochta a fheabhsú ag an am céanna."

Tá seirbhísí *Gnó Chill Dara* ar fáil freisin 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 nGael*. Tugann an scéim náisiúnta sin aitheantas do ghnólachtaí a úsáideann an Ghaeilge mar chuid dá ngnó nó a chuireann seirbhís trí Ghaeilge ar fáil.

Tá deich nGaelscoil chomh maith le naíonraí, grúpaí pobail, eagraíochtaí agus coláistí samhraidh gníomhach i gContae Chill Dara. De réir dhaonáireamh náisiúnta 2022, tá Gaeilge ag 95,484 duine i gcontae Chill Dara!

Tugtar maoiniú do *Ghnó Chill Dara*, an scéim gnó atá ag *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



Press Release 29.10.2024

CrossFit Ostmen joins Gnó Chill Dara

It was announced today that *CrossFit Ostmen*, a dynamic and community-driven gym located in the heart of Athy, 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 supports businesses to promote their business through the use of the Irish language in their relations with their customers.

Announcing this news, Sarah Walsh, Executive Officer, Cill Dara le Gaeilge said:

"CrossFit Ostmen are committed to empowering individuals of all fitness levels to achieve their personal best. They would love to celebrate the Irish language and promote it in the gym. We will provide CrossFit Ostmen 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 CrossFit Ostmen 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 CrossFit Ostmen into this scheme and wish them every success."

Statement from Darren O'Brien, CrossFit Ostmen:

"At CrossFit Ostmen, we're passionate about building a strong sense of community, and incorporating the Irish language into our business is a natural extension of that commitment. As an Irish-owned and operated gym, we take pride in our heritage and culture, and we see the use of Gaeilge as an opportunity to celebrate and promote it in everyday life. Whether it's through signage, class names, or engaging with members on social media, we want to create an inclusive environment where the Irish language can thrive. Our goal is to encourage both fluent speakers and learners alike to feel connected to the rich linguistic tradition of Ireland, while enhancing the sense of belonging within our gym."

Gnó Chill Dara 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.

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 2022 national census, 95,484 people in County Kildare speak Irish!

Gnó Chill Dara, a business support scheme run by *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