

taken at this junction. You can't exit or get out of Castleconnell at all because of the high volume of traffic".

She complimented the work that had been carried out in the area plan.



Local Residents Betty O'Connor and Kathleen Morrissey, outside Shelbourne Park

Donncha delves deep for holy wells

DONNCHA O Dulaing, RTE radio broadcaster, is renowned for taking to the highways and byways of Ireland.

Well, he's off again and this time in search of holy wells, and all for a great cause – Bóthar - the Limerick based charity that provides struggling families in the developing world with food and income producing animals.

If there is a holy well in the Limerick area that you'd like him to visit, then he can be reached by e-mailing failte@rte.ie. All funds raised will go directly to Bóthar projects in the developing world. Holy wells exist in most counties of Ireland and while many of them have fallen into disrepair, interest in the history and heritage associated with these ancient sites has been revived. Donncha said he is delighted to be able to lend his support doing what he loves best – "meeting people, discovering Ireland and all it has to offer".

"Almost every part of Ireland has at least one holy well and the well's water is believed by many to have healing properties. There are over 3,000 in Ireland - more than in any other country in the world. So I'm encouraging people to rediscover them and get in touch," enthused Donncha.

Bóthar gives people the gift of a food-and-income producing animal, together

with the training & veterinary back-up necessary to look after that animal.

Each family that receives an animal must promise to 'pass-on' the gift of livestock by donating the first female offspring born to their animal to another

needy family that is also involved in the Bóthar programme.

Through this 'pass-on' tradition, the gift multiplies and has the power to help an entire community over many years.

Produce from the animals in the form

of milk, cheese and eggs, can provide a family with a vitally important daily source of nutrition. And any surplus produce can be sold to earn a little money for other foodstuffs, clothing, medicine and necessities.



St Patrick's holy well, Garryowen, likely to be visited by Donncha Dulaing

Business praise for local media's influence

LOCAL media can be hugely influential in shaping the public perception of companies and business developments, members of Limerick Chamber of Commerce were told by the world leading PR and business communications agency, FD, at a conference in the AbsoluteHotel.com

A large attendance heard consultants from the national and international award-winning agency, which, last year, opened its second Irish office in Limerick, provide an insight into the significance of reputation management on behalf of business organisations. Paul McSharry, FD Ireland managing director, who leads the Limerick office, referred to the influence of the regional media and how it provides opportunity to businesses to raise their profile.

Pointing out that far more people read their local press than they do national broadsheets or tabloids, Mr McSharry said that increasingly companies are becoming aware of this and therefore, including it in their overall marketing plans.

"Regional media is something of an Irish phenomenon as there is probably nowhere else in the world where the local press has the same penetration level among the public and this is important for companies to recognise from the point of view of both advertising and PR," he said.

Limerick Chamber chief executive, Maria Kelly, said the organisation is well aware of the need for engagement with the public and stockholders, in the same way that businesses need to similarly engage.