A reward for anyone who shops as Gaeilge

RTE TV series Information:

It is a source of great national shame that although we spend 14 years learning Irish very few of us speak it – either because we can't or we won't or we would like to but lack confidence. This series is a passionate, loud and brash campaign to turn this situation on its head. By the end of this series 100,000 people who rarely or never speak Irish, will be committed to speaking Irish on a regular or if this it too onerous an occasional basis. What Jamie Oliver did for school dinners this series will do for the Irish language!

Online:
An integral part of the TV series is the online campaign where we will be getting people to sign up to committing using (for in total approximately an hour a week) whatever Irish they have! For those who sign up they will be plugged in to an entire like-minded online community, spinning off into a range of user generated facebook and twitter relationships. And more crucially still they will be encouraged to make actual and real face to face social contact with people in their own areas. Hence, we are asking local businesses and organizations to come up with creative ideas for their buisnesses during the campaign which we can then direct these people (who have signed up online) to. These people will be looking for outlets to practise whatever Irish they have. We will put up online all the business, where they are located and what they are offering. We will also be calling on local Irish speakers (ambassadors of the language) to 'pay their language forward'. This means they will go along to these business and organizations and help with whatever language practise and vocabulary is needed. Here below is a basic list of sample-type activities that businesses could engage in - a list to get people thinking:

1. The local hairdresser offers a 10% discount once a week during the campaign for anyone who converses in Irish
2. The local coffee / tea shop offers a free first tea to a mother and toddler group who want to get together and practise a cupla focal
3. A pharmaceutical (bigger) business in the area offer Irish lessons to their employees for an hour once a week
4. The local wine bar has a wine tasting night perhaps offered at a discount
5. The local pub offers a night as gaeilge - quiz night or dart night as gaeilge for example?
6. A local restaurant offers a discount on their Gaeilge night where everyone orders as gaeilge etc
7. The local gym offer fitness classes through Irish
8. A local Irish speaker buddies up with a non-irish speaker to play a round of golf
9. Dance classes as gaeilge
10. Football or GAA Training classes as gaeilge
11. Doing a charity event as gaeilge - hence two good causes!

12. Tidying your town as gaeilge
13. Create a wall in your town where everyone signs their name as gaeilge
14. Local Walking club have an Irish day
15. Knitting club have an Irish - speaking night

Really the possibilities are endless and we want the language to form part of people's daily lives. The main aim is to get people ag caint as gaeilge using whatever Irish they have. Each town and city will have different businesses and the ideas will vary. For the businesses it is a way of drawing people to their businesses in these tougher times whilst also doing something to keep the language alive. We are appealling to people to get onboard and get as creative as possible?!

Chambers of Commerce:
Collectively towns and cities can go bigger with their aims and commit to doing something bigger. So for example the local chamber of commerce could drive a once-a-week Irish day in the town / city during our six week campaign. This could involve the local gaelscoil(bunscoil and meanscoil) being assigned to different businesses for a day and helping people converse as Gaeilge whilst communicating with local shoppers. Perhaps there is a reward for anyone who shops as Gaeilge! Signage is also a great way to help people along. Perhaps the local market goes 'Irish' for the campaign. Again the possibilities are endless and it really is up to local chambers of commerce to drive this. Again we will highlight all these on our website and if some of the ideas are so good we will call on you with the cameras to show the rest of the nation what you are doing! There will also be a chance for people to upload onto our website what they as individuals, local businesses and chamber of commerces have done. We really want the nation behind this!

Remember this series will be bi-lingual and is aimed at all of those who although having spent years at school learning the language still don't use it on a daily basis or indeed those people who would like to learn the cupla focal! This will be an inclusive series that will cover the length and breadth of the country, it will leave the historical connotations associated with the language behind and look to the language having a future as a modern tool that we can be proud of as a nation. We want to associate the language with everything that is good about the country.

Goes to air:
The series will air early March 2012 right through till mid April - so now is the time to get your thinking caps on! We are compiling a database at the minute of those business and chamber of commerce that are interested and we look forward to hearing from you all!

The show is going to put it to the Irish nation and ask – What will you do for the language? Do you want it to live of die? The answer hopefully will be: Yes, we want it to survive and yes we will get together and speak it in whatever way that is fun! It's now or never attitude!

For further information please don't hesitate to contact me either by phone or email.
Le meas
Ann Marie Doohan
annmarie.d@independent-pictures.com
annmarie.d@agtel.ie
Producer/ Director
017088146