

April 30, 2009

## Adare Goes For Gold

Filed in Environmental on April 30, 2009

Adare was awarded a Silver Medal in the 50th annual competition last September, less than two months after it was named winner of the 'Best Kept Small Town' category in Ireland's Best Kept Towns 2008 competition. This year, however, the Adare TidyTowns Committee is hoping to go one step further by picking up a Gold Medal.

Commenting at the launch of the Committee's TidyTowns 2009 campaign, Chairperson Mike Brennan said Adare's performance in the competition was evidence of the strong community spirit that existed among local businesses and residents.

He continued, "Key to our progress in the competition has been the partnership approach that we adopted some years ago. There is a broad range of groups and organisations now involved in promoting and enhancing the appearance of the town including the local TidyTowns Committee, Adare Business Association, the local FAS scheme, outdoor and clerical staff from Limerick County Council and, of course, members of the local community."

Mr. Brennan explained that Adare had undergone significant changes since it was named national winner of the competition in 1976.

He added, "Adare is a major tourist destination, popular wedding and conference venue, home to a number of world-renowned stables, and has twice hosted the Irish Golf Open. Despite the huge volumes of people that visit Adare each year, it has successfully managed to retain its genuine heritage town charm. This has been achieved through the combined efforts of residents and the business community, in conjunction with various regional and Government bodies, to enhance the town's appearance."

Mr. Brennan pointed to the restoration of Desmond Castle, the historic village fountain, Our Lady's Grotto, Our Lady's Abbey N.S. garden, and the Trinitarian and Franciscan Abbeys. He stated that the development of the town park, river walk and heritage trail had also impacted positively on the appearance of the town.

He explained, "This improved appearance has been observed and commented upon by the many thousands of visitors to the town each year. This can only have positive consequences for the town's image and future performances in the TidyTowns competition."

"I would appeal to everyone in Adare to play their part in helping the town secure a Gold Medal this year. Our performance in this year's competition rests on the extent of community involvement in creating and maintaining flowerbeds, keeping streets tidy, cutting grass and picking up litter", concluded Mr. Brennan.

According to Josephine Cotter-Coughlan, Director of Services, Limerick County Council, "I was delighted to see that Adare, with the support of Limerick County Council, won a Silver Medal in 2008 and once again led the way for County Limerick in the National Tidy Towns Competition."

She stated, "As the Council's Director of Community and Enterprise, I recognise the huge effort required by community groups to participate in and achieve success in such competitions. I believe that the TidyTowns Competition is truly a celebration of community spirit, teamwork and an awareness of the natural environment. Such attributes are alive and well here in Adare and are evidenced by the town's numerous award successes."

# Irish Press Releases

Ms. Cotter Coughlan said that the concept of promoting community involvement in the improvement and enhancement of the local environment had been developed and strengthened over the years by Limerick County Council.

She added, 'Not only did Limerick County Council assist the TidyTowns Committees in increasing their overall marks last year, we also introduced two environmental schemes, namely Limerick in Bloom and the Priming Grants, that have helped participants prepare better for the competition. The Council remains committed to providing support to community and voluntary organisations in this regard, and wishes all participants from County Limerick the very best of luck in this year's competition.'

The Tidy Towns competition is organised by the Department of the Environment, Heritage and Local Government. SuperValu, and its 180 plus storeowners around the country, have sponsored the competition since 1992. The Tourism Division of Shannon Development administers and promotes the competition in the Shannon Region.

Judging of TidyTowns entries takes place in June, July and August.

-ENDS-

Notes to Editor:

- High-resolution images of the Adare TidyTowns 2009 campaign launch are available on request. Thumbnails may be viewed at [www.dunphypr.com](http://www.dunphypr.com). For further information please contact Mark Dunphy of Dunphy PR on 086-8534900 or [media@dunphypr.com](mailto:media@dunphypr.com)

Mark Dunphy  
Dunphy Public Relations  
[www.dunphypr.com](http://www.dunphypr.com)  
[media@dunphypr.com](mailto:media@dunphypr.com)  
00353-868534900