



Preasráiteas Press Release 10.11.2020	Tuilleadh eolais: gaeilgeiorrais@gmail.com 097-29023	*Leagan Béarla ar lch. 2 / English summary on pg 2.
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Feachtas 'Stuif na Nollag' agus #CeannaighSaGhaeltacht

Tá feachtas úrnua dar teideal 'Stuif na Nollag' agus #CeannaighSaGhaeltacht seolta ag oifigigh pleanála teanga na Gaeltachta chun an pobal a mhealladh i dtreo gnólachtaí agus táirgí Gaeltachta an Nollaig seo.

Tá an feachtas seo á reáchtáil ag Gaeilge Iorrais i nGaeltacht Mhaigh Eo Thuaidh chun tacú le poiblíocht a dhéanamh ar ghnólachtaí na Gaeltachta seo, chun feasacht a chothú maidir le ceannacht go háitiúil agus chun cur leis an gcomhghuaillíocht idir an pobal agus an lucht trádála sa Ghaeltacht.

Má tá tú lonnaithe i nGaeltacht Iorrais agus má tá stuif na Nollag á dhéanamh nó á dhíol agat, earraí ceardaíochta, táirgí bia nó dí, bréagáin, féiríní, aon rud a bhaineann leis an Nollaig, ba bhreá le Gaeilge Iorrais cloisteáil uait. Déan físeán gearr 30 soicind i nGaeilge a thaispeánann do chuid stuif agus ag míniú cén chaoi lena cheannach, seol an físeán chuig gaeilgeiorrais@gmail.com roimh 23 Samhain agus roinnfear ar na meáin shóisialta é i mí na Nollag leis an haischlib #ceannaighsaGhaeltacht.

Seo mar a labhair Laoise Ní Dhúda, (Gaeilge Iorrais), faoin bhfeachtas seo:

Is mian linn tacú le gnólachtaí agus táirgeoirí na Gaeltachta seo. Má tá earraí cosúil le bia, cácaí, bréagáin, maisiúcháin, cártaí, féiríní Nollag den chineál sin á ndíol agat, ba mhór ag Gaeilge Iorrais tacú leat agus fógraíocht i nGaeilge a dhéanamh ar do chuid stuif don Nollaig. Is deis iontach í seo do mhuintir na Gaeltachta tacú lena chéile ag am dúshlánach seo na paidéime agus tá muid ag súil go mór leis na féiríní deasa go léir a fheiceáil.

Chun dlús a chur faoin bhfeachtas go háitiúil, ceannóidh Gaeilge Iorrais dearbhán €30 ón gcéad chúig ghnólacht/táirgeoir áitiúil a sheolann físeán i nGaeilge chugainn roimh an spriocdháta (Dé Luain 23 Samhain).

New Campaign Launched to Promote Gaeltacht Businesses and Producers During the Festive Season

A brand-new campaign entitled 'Stuif na Nollag' (#CeannaighSaGhaeltacht) has been launched by Irish language planning officers in the Gaeltacht to promote Gaeltacht businesses and producers during the festive season.

Gaeilge Iorrais is running this campaign in the North Mayo Gaeltacht area and hope to help showcase local businesses and producers, create awareness about the importance of buying locally and also to encourage the local community to get involved.

If you're based in the Erris Gaeltacht and produce or sell any Christmas fare, crafts, local produce, toys, gifts, decorations, anything suitable for Christmas, we would love to hear from you. We encourage you to participate by filming a brief 30 second video *i nGaeilge* which showcases your produce and also how to purchase same. Send your video to gaeilgeiorrais@gmail.com before Monday 23 November, which will be shared on social media in December with the hashtag #ceannaighsaGhaeltacht.

This is how Laoise Ní Dhúda (Gaeilge Iorrais), spoke about *Stuif na Nollag* campaign:

We're hoping to support our local Gaeltacht businesses and producers with this campaign. If you have any Christmas goods for sale (cakes, toys, decorations, gifts, bouquets, vouchers and so on), we would like to help you publicise same *as Gaeilge*. This is a wonderful opportunity for *muintir na Gaeltachta* to support each other this year and particularly during these difficult times. We can't wait to see the fabulous local produce and gifts which are available.

To encourage local businesses and producers from the Erris Gaeltacht to get involved, Gaeilge Iorrais will buy a €30 voucher from the first five businesses/producers that send us a video *as Gaeilge* for this campaign before the deadline on Monday 23.11.2020.

Treoir maidir le taifead an fhíseáin / Guidelines for filming with a mobile

<p>1. Déan taifead ar fhíseán 30 soicind i nGaeilge a dhéanann cur síos ar na hearraí/seirbhísí don Nollaig atá ar fáil i do ghnó.</p>	<p>Record a short 30 second video <i>i nGaeilge</i> which showcases the Christmas goods or services available from your business.</p>
<p>2. Bí cinnte sonraí teagmhála an ghnó a lua - suíomh idirlín/uimhir theagmhála.</p>	<p>Don't forget to give your contact details (website, phone number etc).</p>
<p>3. Taifead d'fhíseán i bhfoirm portraíde. Oibríonn an fhoirm seo níos fearr nuair atáthar ag taifead físeáin d'ardáin ar nós Facebook, Instagram nó TikTok.</p>	<p>Record your video in portrait mode. This is most suitable for social media content.</p>
<p>4. Ná húsáid an splanc (<i>flash</i>) más féidir. Déanann an fón an pictiúr níos gile/níos dorcha de réir mar a theastaíonn sé, seachas nuair atá an áit fíorgheal (ag féachaint díreach ar an ngrian) nó fíordhorcha (san oíche).</p>	<p>If possible don't use the flash. Your phone will automatically make the picture darker or brighter as necessary. Avoid recording in direct sunlight or if it's too dark.</p>
<p>5. Bog an ceamara chomh gar den rud atá tú ag iarraidh taifead a dhéanamh air. Ná zúmáil isteach air mar nach mbeidh an físeán chomh soiléir sin má úsáideann tú an zúm.</p>	<p>Move your phone/camera as close as you wish to whatever you're recording. Don't use zoom as this can affect the picture quality.</p>
<p>6. Seol an físeán chuig gaeilgeiorrais@gmail.com roimh an 23.11.2020 agus roinnfidh siad duit é ar na meáin shóisialta i mí na Nollag.</p>	<p>Send your completed video to gaeilgeiorrais@gmail.com before 23.11.2020 and they will share it on their social media in December.</p>
<p>7. Úsáid an haischlib #ceannaighsaGhaeltacht agus tú ag cur do chuid earraí/seirbhísí chun cinn ar na meáin.</p>	<p>Use the hashtag #ceannaighsaGhaeltacht when promotng your goods online.</p>