

## **THE DONEGAL GATHERING 2012**

A key element of the Donegal Diaspora Project is The Donegal Gathering 2012 - a tourism initiative aimed at raising the profile of the county by proudly showcasing the huge range of cultural festivals and events that take place annually across Donegal. Our aim is to connect you to all that's on offer, extending a heartfelt welcome to both native emigrants planning a homecoming holiday and first-time explorers embarking on a truly unique adventure. Through a variety of online mediums, the Donegal Gathering will deliver continuous, up to the minute information that will inform people about the wealth of cultural activity taking place throughout the county.

On Wednesday 8<sup>th</sup> February, the launch of The Donegal Gathering 2012 was streamed on the internet via a live webcast to an audience of over 4,100 people worldwide. The sense of togetherness and kinship was palpable that night as real-time messages of encouragement and support poured in from New Zealand to Newfoundland, from Istanbul to Iran. This celebration of Donegal's rich heritage was truly a global experience and wonderful to behold.

Local musician Trudy O' Donnell and guests including young music students from Letterkenny's Colaiste Ailigh kept the atmosphere alive with beautiful tunes, demonstrating that the future of our rich tradition is in safe hands. Last but by no means least, was a captivating performance by Moya Brennan of Clannad accompanied by her daughter Aisling Jarvis.

Moya spoke eloquently about the pride she takes in acting as a Donegal ambassador and the proactive approach we can all adopt to foster engagement, interaction and support of this wonderful place we call our own. By working together, we can elevate our county to its rightful place amongst the 'must see' places to go to when visiting Ireland. The festivals and events we are currently promoting are of the highest quality and truly deserving of international acclaim – magic happens here. The Donegal Gathering aims to harness that magic, to promote ourselves culturally worldwide, and to keep all abreast of the wealth of events that are taking place throughout the county during the year; whether you're in Malin or Melbourne.

If you missed the Gathering launch, check out these YouTube video clips.

Moya Brennan

<http://www.youtube.com/watch?v=OQe2PhR9Z6Q>

<http://www.youtube.com/watch?v=nUYaJPZchTo>

<http://www.youtube.com/watch?v=TIWE3wTp0c8>

Trudy O Donnell and Friends

<http://www.youtube.com/watch?v=JWE0YPi94lg>

<http://www.youtube.com/watch?v=OQe2PhR9Z6Q>

To keep in touch with the Donegal Gathering 2012, log onto [www.donegaldiaspora.com](http://www.donegaldiaspora.com) now and enter your details to join our database.

Alternatively you can contact Marketing Co-ordinator, Sarah Meehan by email: [marketing@donealgathering.com](mailto:marketing@donealgathering.com) or Facebook Donegal Gathering 2012