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Press Release

13th November, 2011

Junior achievers showcase innovation in Dublin

Four inner-city Dublin primary schools will present their business ideas at 'It's My Business' at Wood Quay Venue, Civic Offices, Dublin 8 on Monday 14th November. This Innovation Dublin event takes place between 11.30am and 4pm and is presented by Junior Achievement Ireland in conjunction with Dublin City Council's Social Inclusion Unit.

Dublin Deputy Lord Mayor Maria Parodi will assess the business ideas and present prizes for Social Awareness, Communications, Teamwork and Innovation. Maria says "The ideas here today are exciting business ideas but are also valuable socially. I am confident that our economic future will be much brighter with such talented and hard working young people. I would like to congratulate the pupils, their teachers and parents, Junior Achievement Ireland and Dublin City Council's Social Inclusion Unit for making today such a success."

"Innovation Dublin showcases all that is creative, new and vibrant about our city. Dublin City Council is a long standing partner of Junior Achievement Ireland and we are delighted to participate in this event as well as providing volunteering opportunities for Dublin City Council staff. Junior Achievement Ireland is proud to be involved for the third year in Innovation Dublin," said Ann Butler, Operations Director, Junior Achievement Ireland.

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Ends

For further information

Dublin City Council Press Office T. (01) 222 2107, M. 087 740 0277 www.innovationdublin.ie

Notes to the Editor

The schools and the ideas being showcased at 'It's My Business' are:

- St. Gabriel's National School, Cowper Road – Classic Classes – a business plan to hire a local community centre and offer classes in dance, languages and other subjects to children, young people and adults
- St. Brigid's, The Coombe – 'GPS Collars' – a GPS device attached to pets' collars – the long sought break through in finding lost pets

- St. Audeon's National School, Cook St – 'Support Your County' – a timely plan to sell Dublin GAA merchandise to the legions of 'Dubs' fans celebrating All Ireland success
- Stanhope St Convent, Manor St – 'Jar of Hearts' - a must have perfume this Christmas.

Junior Achievement

Junior Achievement Ireland encourages young people to remain in education and teaches them the skills they need to succeed in a changing world.

Innovation Dublin.

Now in its third year, Innovation Dublin demonstrates Dublin's capacity to inspire, interact and innovate. The theme of this year's festival is 'Innovation by Design'. The festival is now in its final week and runs until 18th November at venues around Dublin.

Full details on www.innovationdublin.ie Remaining highlights include:

15 November – 'Developing a New Product and Bringing it to Market' – presented by Dublin City Enterprise Board, 2-4pm

16 November – 'Scales of Justice' – inside the Four Courts with writers Declan Hughes, Arlene Hunt and Niamh O'Connor, 6pm

17 November – 'ECO-UNESCO National Youth Eco-forum' – 15-18 year olds tell policy makers environmental concerns, 9am to 5pm, Wood Quay Venue, Civic Offices, Dublin 8

18 November – 'Everything You Ever Wanted to Know About Working in Ireland's Advertising Industry', 10.30am Wood Quay Venue, Dublin 8