

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



**\*Please scroll down for English Version\***

## COMPANAIDHEAN A' FHAIGHINN EÒLAS AIR BUANNACHD NA GÀIDHLIG

16 Am Màrt 2009

Gheibh companaidhean aig deireadh na seachdainne cothrom suas gu £1,000 a choisinn mu choinneamh margaidheachd is sanasachd aig seminar mu Ghàidhlig ann an gnìomhachas.

Theid an t-seminar, 'Gàidhlig - Na Buannachd Eaconomach don Ghàidhealtachd?', a chumail Dihaoine an 20mh latha dhen Mhàrt, le oraidean is eile bhon a leithid Ionad-Sgithidh Ghleann Comhann, Highland Airways agus Bheataichean a' Chruin (Inbhir Nis) mu dheidhinn mar a tha a' Ghàidhlig a'

cur ris na gnìomhachasan aca le bhi ga cleachdach air soidhnichean, làraich-lìn agus am measg luchd-obrach.

Tha an latha an asgaidh agus se Mark Stephen, craoladair aig a' BhBC, neach-cathrach na co-labhairt. Gheibhear cuideachd aig an tachartas taisbeanaidhean air margaidh-obrach na Gàidhlig agus fiosrachadh air mar as urrainn do chompanaidhean taic fhaighinn le bhi cur na Gàidhlig gu feum an obair ghnìomhachasan.

Gheibh companaidhean aig an rud cothrom suas gu £1,000 fhaighinn airson cosg air sanasachd is margaidheachd leis a' Ghàidhlig.

Thug Eairdsidh MacGillEathain aig Comunn na Gàidhlig, a tha cur an latha seo air doigh, fàilte blath air companaidh sam bith a thighinn chun an latha is gum faigh iad barrachd eòlais air a' chùis, "'S ann a tha e toirt mòran toileachais dhomh an cothrom seo fhaighinn bruidhinn ri coimhearsnachd nan gnìomhachas a-chum gus togail a dhèanamh air buannachdan na Gàidhlig an gnìomhachas. Tha sinn mothachail ris na cothroman mòra an lùib a bhi cur na Gàidhlig gu gnìomh am measg diofar roinnean gnìomhachais agus tha sinn dèanamh fiughair mòran co-obrachaidh a dhèanamh le companaidhean gus piseach a thoirt air a' chùis."

Thuir Alasdair MacLeòid aig Iomairt na Gàidhealtachd 's nan Eilean (HIE) a tha cumail taic ris an tachartas, "Tha a' Ghàidhlig a' toirt dhuinne goireas sònraichte is luachmhor agus tha Gàidhealtachd na h-Albainn fortanach dhà-rìribh is gu bheil againn leithid de ghoireas is de dhìleab."

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"The HIE a' sùileachadh ri àite mòr airson na Gàidhlig an gnìomhachasan air a' Ghàidhealatchd sna h-Eileanan, chan ann a-mhàin le bhi nochdach na tha againn de mhoit anns a' chànan agus an dearbh-aithne, ach cuideachd mar a tha i toirt chothroman do bhuidhnean anns gach roinn dhen eaconamaidh ga snìomh a-steach mar phàirt dhen gnìomhachas aca a-chum gus fìor bhuannachdan a thoirt gu buil."

Theid an t-seminar a chumail eadar 10:30m is 3:30f, Dihaoine 20 Màrt aig Taigh-òsta Dhruim Athsidh an Inbhir Nis.

Airson barrachd fiosrachaidh, feuch is cuir fios gu Comunn na Gàidhlig air

01463 234138 air no gheibhear prògram an latha air fad air [www.cnag.org.uk/tachartasan](http://www.cnag.org.uk/tachartasan)

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## LOCAL BUSINESSES TO EXPLORE OPPORTUNITIES FOR GAELIC

16 March 2009

Businesses will later this week have the chance to win up to £1,000 towards bilingual marketing and advertising when Inverness hosts a seminar on Gaelic and business.

The seminar, 'Gaelic - an economic opportunity for the Highlands and Islands', will be held on Friday March 20 and will host businesses such as the Glen Coe Ski Centre, Highland Airways and Crown Vets (in Inverness) on how Gaelic has helped their business through its use on company signs, websites, marketing, and amongst staff.

The day is free to attend and will be chaired by BBC broadcaster Mark Stephen and discussions will be conducted through English. The seminar will also include sessions on the Gaelic labour market, and on how businesses can access assistance on using Gaelic in their business.

Businesses attending the event will have the opportunity to win up to £1,000 towards marketing and advertising which uses Gaelic.

Eairdsidh MacLean of Comunn na Gàidhlig, who are staging the event, encouraged businesses to come along to the event and find out more, "We are delighted to have this opportunity to engage with the business community and to be able to promote the benefits of using the language in business. We see tremendous opportunities to use Gaelic in all sorts of ways across different business sectors and look forward to working with the business community to take this forward. "

Alasdair MacLeòid of Highlands and Islands Enterprise who are supporting the seminar, said, "Gaelic offers us something unique and the Highlands and Hebrides of Scotland is tremendously fortunate to have access to such a fantastic resource."

"HIE see a role for Gaelic in enhancing businesses in the Highlands and Islands, not just in communicating our pride in our language and our identity, but in offering organisations across the private and third sector an opportunity to incorporate Gaelic in a way that brings with it real benefits."

The seminar will run from 10:30am to 3:30pm, Friday 20 March at the Drumossie Hotel in Inverness.

For further information on the event, call Comunn na Gàidhlig on 01463 234138 or see full details of the programme for the day see [www.cnag.org.uk/tachartasan](http://www.cnag.org.uk/tachartasan)