

YOUR COUNTRY  
YOUR CALL



[www.yourcountryyourcall.com](http://www.yourcountryyourcall.com)

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Dear Friends

I'm pleased to say that the work of bringing Your Country Your Call to life has progressed very well and we are now on the verge of launching the competition.

The formal launch event will take place on Wednesday February 17th at 4pm, and will be supported with a media relations blitz. I will be discussing the competition on the Late Late Show on Friday 19th and the advertising campaign commences that same weekend.

Our objective is to stimulate widespread awareness and interest and, as we discussed, we hope that you could trigger a communication to your own constituency and indeed to anybody that you think might be appropriate. We'll leave it to you to determine the best medium to do so but to assist I attach a few paragraphs describing the competition to the uninitiated that you might find useful as the core content of an email or letter. Should you require any additional information please contact Shona O' Neill on 086 2555664.

Timing wise the information is embargoed until Wednesday but it would be great if you could get a communication out to alert people anytime after 4pm on Wednesday, 17th February. Our ambition is to encourage anybody interested to make their way to the website [www.yourcountryyourcall.com](http://www.yourcountryyourcall.com) to get more information.

Again my personal thanks for your interest in and commitment to this important and very exciting initiative which I know will be a source of inspiration to many.

Warmest regards,

Martin

Martin McAleese  
Áras an Uachtaráin