

Friday 16<sup>th</sup> July 2010

**Note for editor**

Fáilte Ireland, the national tourism development authority, was established in 2003 to guide and promote tourism as a leading indigenous component of the Irish economy.

The tourism and hospitality industry employs an estimated 190,000 people and generates more than €6 billion in revenue a year.

**Further Information on Tracks and Trails**

- Episode 1 - Beara Peninsula presented by celebrity chefs Kevin Thornton and Derry Clarke
- Episode 2 - Newport to Mallaranny Greenway, County Mayo presented by celebrity garden designer and television personality, Diarmuid Gavin.
- Episode 3 - Blue Stack Mountains presented by Irish soccer legend Packie Bonner.
- Episode 4 - Ballyhoura Mountains/Glen of Aherlow presented by RTE favourite, Aidan Power and Fiachna Ó Braonáin from the Hothouse Flowers.
- Episode 5 - Dublin Mountains presented by Irish snooker legend Ken Doherty and Fair City's Ciara O'Callaghan.

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