



“Restoration of the Lower Shannon SAC (Mulkear River) for Sea Lamprey, Atlantic Salmon and the European Otter”

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## Press Release

18<sup>th</sup> May 2010

### MulkearLIFE - Making the News

MulkearLIFE has been delighted with the media coverage and related project exposure since the official project launch in early May 2010. The launch generated significant news exposure for MulkearLIFE and our work. At a local level media coverage this included print and radio coverage throughout the Mid-West region. At a national level the MulkearLIFE launch featured in the national press including the Irish Times, Irish Independent, Irish Examiner, Farming Independent, Farming Examiner, amongst others. National TV and radio coverage included TG4's main evening news and RTE Radio 1's Seascapes.

At an international level the Project Team are deeply appreciative of the support of the EC Representation in Ireland and the EC LIFE Communications Unit for featuring the official launch on their respective websites and related social media sites. This has resulted in a very significant increase in visitors to the MulkearLIFE website and has also led to an increase in correspondence and good wishes from both near and far.

#### Notes for Editors

1. High Resolution Digital Images are available to accompany this Press Release.
2. Interviews can be arranged with the Project Manager by using the contact details below.
3. MulkearLIFE is a new €1.75 million European Commission funded LIFE Nature project working on the restoration of the Lower Shannon Special Area of Conservation (with a focus on the Mulkear River catchment) for Atlantic Salmon, Sea Lamprey and European Otter. Further details may be viewed on the project website [www.mulkearlife.com](http://www.mulkearlife.com)
4. Shannon Regional Fisheries Board is lead partner together with the OPW and Limerick County Council. Additional funding support comes from National Parks and Wildlife Service. Other supporters include Teagasc, IFA, ICMSA, and local angling groups.
5. The project is one of the first and most important integrated catchment management projects in Ireland. It is a flagship EU LIFE Nature project –covering some 650 sq km which contain a variety of habitats and protected species. Much of the area is designated as a Special Areas of Conservation (SACs) under the EU Habitats Directive and forms part of the Natura 2000 Network.

**Issued by:**

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