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

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## Press Release

7<sup>th</sup> September 2010

### EU Network Event - Dublin

The MulkearLIFE project had an opportunity to attend a conference on environmental communications at European Union House (Dublin) on Saturday 4 September 2010. The conference brought together almost 100 of Ireland’s leading environmental journalists, academics, NGO managers and green business executives.

The conference, which was organised by the EC Representation in Ireland and DCU’s Celsius Group, provided an opportunity for MulkearLIFE to network and share ideas and examine new ways the internet and social media can be used to communicate environmental issues. Information dissemination and public awareness work is a key element of the work of MulkearLIFE.

The conference also provided an excellent platform for MulkearLIFE to network with other state agencies and NGOs within Ireland and share best practice in terms of effective communication strategies utilising social media.

Separately, MulkearLIFE had an opportunity to update senior officials in the EC Representation and the Head of the European Parliament Office in Ireland, Mr Francis Jacobs, on the progress achieved to date by the project and to discuss future networking events.

#### 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. Inland Fisheries Ireland (Limerick) 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.

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