

I am writing to share with you the details of an exciting national initiative that is being launched today.

Your Country Your Call is a competition to find and reward two transformational proposals that will help secure prosperity and jobs for Ireland - proposals that could help change the way we do things, allow businesses to grow, employment to be created and prosperity to flourish.

Your Country, Your Call will award the winning two proposals with a prize of €100,000 each and both proposals will then be implemented with the support of an independent working group and with a development fund of up to €500,000 for each project.

Your Country, Your Call is all about Ireland. It's about helping to create future prosperity, whilst at the same time generating hope, confidence, and positive thinking. It is about getting everyone in the country to look at what they can do to make use of our innate ability as a people to be creative and imaginative and generate fresh thinking.

www.yourcountryyourcall.com will be the home for the competition. The interactive website contains full details regarding the application process and also provides a platform for potential entrants to see who else is entering, what else is being proposed and seek possible collaborations.

It also gives people the opportunity to leave a message of support or link to discussion groups on other social networking sites.

The competition is open for entries from this evening until April 30th after which the entries will be reviewed, assessed and filtered down over the summer to a point where two winning entries are selected in the middle of September 2010.

Over the next few days you will start to see and hear a lot more about **Your Country, Your Call** and the originator of the initiative, Martin McAleese, will be appearing on the Late Late Show on Friday night.

Here in the GAA we believe that this is an inspiring and timely initiative and we are proud to promote and encourage your involvement in **Your Country, Your Call**.

The competition is open to everyone - so I strongly encourage you to visit the website, www.yourcountryyourcall.com , spread the word and get thinking, talking and proposing!

Is Mise Le Meas



Páraic Duffy
Ard Stiúrthóir