

Press Release

Fun for all at Discover Athlone Day Locals and visitors alike enjoy the festivities

Locals and visitors alike were spoilt for choice at this years Discover Athlone Day with a wide range of activities and events on offer. As the rain held off, crowds gathered to enjoy an afternoon of free activities with fun for all the family in Athlone town.

Organised by a local committee including www.athlone.ie, Athlone Chamber of Commerce, County Westmeath Tourism and local businesses, and supported by Fáilte Ireland, Waterways Ireland and Athlone Town Council, the Discover Athlone day provided a great opportunity to raise awareness of the tourism assets of the Athlone region.

Many families enjoyed the boat trips and street entertainment from Tonnta Theatre as well as horse and cart rides in Burgess Park. Both the walking tours and craft trails proved very popular with organisers running a bigger bus for the afternoon sessions. Many visitors enjoyed the sounds of the Raven Knights Marching Band as they travelled from Athlone Castle to Burgess Park and a popular new addition to the Discover Athlone line-up were the heritage barges and kayaking organised by Inny Kayaking Club- an afternoon on the water was enjoyed by many.

Waterways Ireland, Fáilte Ireland and Athlone Town Council would like to thank the committee and all those who took time out to 'Discover Athlone' and are extremely pleased with the increased numbers this year.

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Notes to editor

Fáilte Ireland

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 250,000 people and generates more than €6 billion in revenue a year.

Waterways Ireland

Waterways Ireland has responsibility for the management, maintenance, development and restoration of the inland navigable waterways principally for recreational purposes. The waterways under the remit of the body are the Barrow Navigation, the Erne System, the Grand Canal, The Lower Bann Navigation, the Royal Canal, the Shannon-Erne Waterway and the Shannon Navigation.