

FOR IMMEDIATE RELEASE

**Press Release
December 9th 2009**

Daidí na Nollag was kept busy at this year's RDS National Craft & Design Fair in Dublin.

He was there to tell everyone about Leabhar Power and the great range of Irish Language books available for Christmas. Children enjoyed listening to Daidí na Nollag reading in Irish and got lots of Leabhar Power goodies from him too!

This year, Daidí na Nollag swapped his traditional sleigh for a segway to get through the crowds of shoppers – don't worry he'll have Rudolph back in time for Christmas.

For more information or to arrange an interview with one of the organisers, please contact Louie or Paula on 051 421 370 (louie@angelireland.com, paula@angelireland.com)

Leabhar Power is a campaign devised and implemented by Publishing Ireland, the Irish Publishers Association, that aims to raise awareness of the range of Irish language books available in retail outlets and libraries in Ireland and to encourage people to buy and read them.

Leabhar Power is funded by Publishing Ireland members, the Arts Council, Foras na Gaeilge and Áis.

For more information, visit
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