

Step this way for the Appalachian Trail

TOURISM Ireland has launched a new online film, specially created to highlight a new section of the International Appalachian Trail.

The IAT is a 2,200-mile long route, which begins in the United States and spans the terrain of the once-shared mountain ranges of North America and Europe.

The hiking trail – which is fast becoming a favourite among keen walkers – covers almost 300 miles here and begins at Donegal's Slieve League cliffs, continues through the Blue Stack Mountains and across into Co Londonderry, where it connects with the Ulster Way along the Causeway Coast, before

finishing at the port of Larne in Co Antrim.

The short film was produced by Tourism Ireland to highlight the spectacular scenery and some of the many things to do and see along this newly-signposted walking trail – to walkers and potential holidaymakers around the world.

The film features wonderful images of the magnificent scenery of Donegal and Northern Ireland – including the Blue Stack Mountains, Lough Eske, the Sperrin Mountains and the Ulster American Folk

Park in Co Tyrone. It also highlights the Causeway Coastal Route, noting places of interest such as Mussenden Temple, the Giant's Causeway and the beautiful Glens of Antrim. Geographically, the trail then continues across to Scotland, through the Nordic countries and into Spain.

Niall Gibbons, CEO of Tourism Ireland, said: "We are delighted to unveil our latest online film, which showcases some of the spectacular locations along this wonderful walking trail."

"Research shows that many of our overseas visitors want to be active in nature while on holiday – and this film is sure to appeal to both

serious walkers and leisure rambles alike. It also allows us to reach out to a group of people who are already very much aware of this trail in North America and to encourage them to come and try the next leg of it – in Donegal and Northern Ireland."

As well as promoting the film on its website, Ireland.com, Tourism Ireland is sharing the film on social media – with its Facebook fans (2.642 million fans worldwide) and Twitter followers (162,564+), and on its YouTube channel (the most watched YouTube channel amongst national tourism organisations in Europe, according to the Digital Tourism Brand Index).



Conor Marshall, Tourism Ireland (left), with online film-maker Mark Flagler (right), and Jason Powell, Causeway Coast and Glens, 'on location' in Glenariff Forest Park, near Cushendall, which features in Tourism Ireland's new online film about the Ulster-Ireland section of the International Appalachian Trail. CC47-55s

Public Announcements



You are invited to an

Open Evening

at
Ballytober Primary School

60 Priestland Road, Bushmills
Tel: (028) 2073 1404

on Thursday 4th December 2014
from 6 p.m.-8 p.m.

Come along and meet the pupils, staff and parents of Ballytober.

View the brand new extension with state of the art classrooms.

Experience the caring and enthusiastic atmosphere for yourself.

Coleraine food allergen seminar

COLERAINE Borough Council is reminding food businesses in the Coleraine area to be aware of the new rules, which will affect the way allergen information is provided.

Food allergies can cause life-threatening reactions and the number of people with this condition is growing.

The primary cause of food allergy deaths in the UK is due to allergic reactions when food is consumed outside the home where allergenic ingredients have not been declared.

Coleraine Borough Council with the Food Standards Agency has developed a range of training and education materials to make sure

businesses know what to do and how to provide safe food for those with food allergies and intolerances.

To assist local businesses with this transition, Council is holding a special Retail and Catering Seminar on Tuesday, November 25 at Flowerfield Arts Centre from 11am until 12.30pm to provide further information on the new legislation. To reserve a place, email es@colerainebc.gov.uk or call 028 7034 7171.

The new rules will mean that from Friday, December 13, all food businesses will need to inform customers if any of the 14 allergenic ingredients are present in the food they make or serve. This can be communicated to customers in menus, verbally through explanations by staff or signposted to where more information can be sourced.

Alexis Bloomfield, Senior Environmental Officer at Coleraine Borough Council said, "All food businesses in the borough of Coleraine should be ready to provide this vital information by December. We understand food businesses

work long hours, leaving little time to read through new guidance. However, easy-to-understand information is available at Council seminars and on Council's website, www.colerainebc.gov.uk to help businesses with these changes.

"Businesses could be missing out on vital custom by not providing clear and accurate allergen information about the food they sell or serve. If any business needs advice and guidance on the new rules, they can get in touch with Environmental Health at Coleraine Borough Council on 028 7034 7171."



The award winning staff from the Bushmills Inn, from left, Alan Dunlop (Director), Nikki Picken (Sales & Marketing Manager), Alan Walls (General Manager) and Gordon McGladdery (Head Chef). CC48-89s

Hat-trick awards boost for Bushmills Inn

THE Bushmills Inn is celebrating unprecedented success within the hospitality and tourism industry.

The charming Causeway Coast hotel has won three separate awards for its outstanding hospitality, fine food and promotion of golf tourism.

Once a 17th century Coaching Inn, the luxurious four star hotel was named AA Hotel of the Year for Northern Ireland 2014-15, IGTOA (Irish Golf Tour Operator Association) Boutique Golf Hotel of the Year for all Ireland and Best Regional Restaurant (Ulster) at the YesChef Ireland Awards.

It is only the second time in some 22 years that the AA Hotel of the Year award has been awarded to a hotel in Northern Ireland.

Introduced in 1992 and dubbed the 'Oscars' of the hospitality industry, the AA Hotel of the Year is the AA's ultimate accolade for hotels in the UK and is awarded to hotels that are recognised as being outstanding examples in their particular market.

The Bushmills Inn fought off illustrious competition to take the title of Best Hotel. Judges

noted "the true spirit of Ulster hospitality" on offer at The Bushmills Inn, combined with the "friendly local staff and a myriad of thick walls, oak beams, real turf fires, a gas lit bar and lots of nooks and crannies" that make it a special refuge for guests.

"I'm proud and honoured that The Bushmills Inn has been recognised by esteemed industry professionals, not just for one, but for three coveted titles that pay tribute to the breadth of service we offer at the hotel", said Alan Walls, General Manager at The Bushmills Inn.

"We're lucky to be situated in one of the most beautiful corners of the world, surrounded by world class golf courses, and we make it our job to ensure that guests experience top-class facilities that show the best of Northern Ireland, from our welcome to beautiful locally sourced food.

Alan added: "None of our success could be possible of course without the enormous contribution made by the whole team at The Bushmills Inn who work passionately day after day to deliver excellent service."



The Mayor of Coleraine, Councillor George Duddy is reminding food businesses in the Coleraine area to be aware of the new rules, which will affect the way allergen information is provided. Pictured with the Mayor is Patricia Breen, Environmental Health Officer at Coleraine Borough Council, providing support Martina Donnelly and Yvonne Young, Moore's Restaurant with further information on food allergens. CC48-47s