



GENERATOR

Grand Generator Opening Party!

Coverage overview



Newsflow- 40 jobs created

New city hostel creates 40 jobs

A HUGE new backpacker accommodation centre at Smithfield plans to cater for over 40,000 visitors each month.

Generator Hostels said that it will create over 40 permanent jobs in Dublin when the new 530-bed hostel in the square (below left) opens, in the place of the former Chief O'Neill's hotel.

The hotel was purchased for €8.5m by Patron Capital, the equity group behind Generator Hostels.



It is hoped that the development will give a much-needed boost to the area and focuses on the upper end of the young tourist market with VIP suites, Jacuzzi baths and self-service Guinness tables.

EXPANDING

Alison Armitage from Generator Hostels said that the company is looking forward to expanding its European operation which already has branches in London,

Berlin and Copenhagen.

"We'll be offering great-value accommodation in Dublin for people looking for somewhere central to stay, of a certain standard and who don't want to pay hotel prices," she said.

Beds can be booked now from €15 per person per night via the Generator Hostels website Generatorhostels.com/dublin.



Wide-reaching daily national newspaper

Readership: 65,435

14th April

Relevance: 10

Content: 10

Messaging: 10

Ad value: €1,547.5

PR Value: €4,642.50



Newsflow-40 jobs created

Boost for employment as global firms plan expansions

**Fiona Ellis,
George Deegan
and Peter Flanagan**

HUNDREDS of jobs will be created in coming months as two international firms expand.

The majority of the jobs, around 300, will be created in Shannon, and a formal announcement is expected within days.

Enterprise, Jobs and Innovation Minister Richard Bruton is to announce the opening of a new European services centre by US mobile-phone accessory producer ZAGG.

The centre is expected to create 160 jobs immediately for Zagg and a partner company,

and a further 140 jobs over the next three years.

This week, Shannon Development confirmed that 254 jobs were lost last year at the Shannon Free Zone business and technology park - a drop of 4pc to 6,066.

Another boost for the Shannon area should result from a €14m contract secured by

Bustec Ltd. The company, which supplies technology to NASA, would only confirm yesterday that "a number of important announcements will be made by Bustec" on Friday and that the contract was "very significant".

Elsewhere, 40 jobs will be created when hostels firm **Genessence** opens the country's biggest backpacker hostel in

Smithfield, Dublin, in June. The jobs will encompass a range of roles, including finance, receptionists, night staff, bar staff and housekeeping.

The 530-bed facility will open on the site of the former Chief O'Neill's hotel on Smithfield Plaza.

Amenities will include a VIP suite, female-only dorms and

self-catering kitchens. Private-equity firm Patron Capital, the main backer of **Genessence**, bought the hotel site for €8.5m.

Genessence has hostels in London, Berlin and Copenhagen, which between them register around 40,000 visitors a month.

Meanwhile, almost 100,000 people have signed a petition to protect Quinn Insurance jobs.

Some 90,000 people are calling on the Government to take action to protect some 20,000 jobs as the future of the insurance group hangs in the balance.

The petition was co-ordinated by Quinn employees along with community and business groups.

A spokesperson said the petition was an expression of the deep concern of people from a large area on both sides of the Border and was a plea to Finance Minister Michael Noonan to take the matter in hand to save communities.

Copies of the petition will be given to the Financial Regulator and the National Treasury Management Agency today.



Daily national broadsheet paper. The highest reach of any Irish daily paper.

Readership: 144,896

14th April

Relevance: 10

Content: 6

Messaging: 6

Ad value: €6,300

PR Value: €18,895

Newsflow-40 jobs created



New city hostel creates 40 jobs

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Thursday April 14 2011

A HUGE new backpacker accommodation centre at Smithfield plans to cater for over 40,000 visitors each month.

Generator Hostels said that it will create over 40 permanent jobs in Dublin when the new 530-bed hostel in the square (below left) opens, in the place of the former Chief O'Neill's hotel.

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expanding

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"We'll be offering great-value accommodation in Dublin for people looking for somewhere central to stay, of a certain standard and who don't want to pay hotel prices," she said.

Beds can be booked now from €15 per person per night via the Generator Hostels website Generatorhostels.com/dublin.

Herald.ie

Round the clock online coverage from The Evening Herald.

Readership: 212,000

14th April

Relevance: 10

Content: 10

Messaging: 10

Ad value: €2,968

PR Value: €8,904

Opening Announcement-Business



RTE Radio1

Presenter: Sean O' Rourke

Program: News at One

RTE RADIO 1

National radio broadcaster,
equivalent of BBC radio 1

Listenership: 342,000

5TH July

Relevance: 10

Content: 10

Messaging: 10

Ad value: €11,250

PR Value: €33,750



Opening Announcement-Business



RTE News

Presenter: John Finnerty

Program: One O'Clock News



RTE News

RTE is the national TV broadcaster, equivalent to the BBC. RTE news is the country's most watched news.

Viewership: 136,000

6TH July

Relevance: 10

Content: 10

Messaging: 10

Ad value: €3,600

PR Value: €10,800

Opening Announcement-Business



New hostel confident of generating business

By Martha Kearns

One of the leading backpacker hostel companies in Europe opened its doors in Ireland for the first time last week, creating 40 new jobs.

Generator Hostels has opened at the newly-refurbished site of the former Chief O'Neill's hotel in Smithfield and filled 350 beds over its first weekend.

"We are only open a few days so we are delighted with that," said general manager, Tom Devaney. "The bookings are also very positive, which is a great sign. We have been taking bookings for the last several months so we have business on the books. Feedback from guests is very positive, as there is nothing like this in Dublin."

Devaney, who has worked for organisations such as Hilton, Marriott and Jurys Doyle, was hired specifically by Generator Hostels to get the Dublin site operational.

"We operate in key cities throughout Europe. The market we are in is 18-to-25-year-olds, so we saw Dublin as one of the key areas."

"We looked for a good, suitable property, which we found in



Tom Devaney, general manager, Generator Hostels

Smithfield and we thought it was a good area to move into. We felt that the location was strong - very close to the quays and there is a Luas stop close to us. The Smithfield area, we felt, was an up-and-coming area and it's very central."

Devaney admitted that the area had seen some closings in recent years, but he hoped the new opening would give a boost to Smithfield.

"We will certainly add to the footfall of the area. Smithfield is also undergoing a regeneration, with plans to establish a farmers' market and other facilities. The council is spending a lot of money on the area and

we are also working closely with the local business group, Saba, which was set up to promote the area."

He said that the building itself was also a factor in the decision to open in that location as it was "unique and historic".

The former site of Chief O'Neill's hotel was bought for €8.5 million by Patron Capital, the European private equity group behind Generator Hostels. The site was bought about a year and a half ago and refurbishment started a year ago.

The 40 jobs being created at the new site are mainly in the food and beverage areas, as well as reception and house-

keeping. The hostel also has a small security team. Generator Hostels already has branches in London, Berlin and Copenhagen, and is opening a branch in Hamburg before the end of the year.

The group was established in 1995 and won awards for budget accommodation of the year at the Visit London Awards in 2009 and last year. It employs 180 staff across Europe with 3,500 beds and 1.2 million visitors a year.

The 528-bed hostel in Dublin will have a range of facilities, including a VIP suite with its own jacuzzi, the bar's Guinness self-service table, special Jameson chandeliers, games room and cinema room.

There are also female-only dorms which have extras like flowers, dressing tables, fashion magazines and a self-catering kitchen. There will be karaoke and quiz nights during the week at the Generator Bar. Larger events, such as theme nights and DJ sets, will take place at the weekend and Devaney hopes that eventually the bar will be open to the general public.

A local artist, James Earley, was commissioned to create a mural for the hostel, where beds can be booked from €15 per person per night. The VIP suite is available from €25 per person.

THE SUNDAY BUSINESS POST
IRELAND'S FINANCIAL, POLITICAL AND ECONOMIC NEWSPAPER

National, business-focused Sunday paper

Readership: 45,696

10TH July

Relevance: 10

Content: 10

Messaging: 10

Ad value: €4,850

PR Value: €14,550

Announcement- Consumer



PILLOW FIGHT



Aolife Cogan and Cici Cavanagh host a pillow fight to announce the Giant Generator Hostel Sleepover to celebrate the arrival of Generator, Ireland's newest and biggest hostel in Dublin's Smithfield.

Irish Examiner

Daily National Newspaper based in Cork

Readership: 46,011

6TH July

Relevance: 10

Content: 10

Messaging: 6

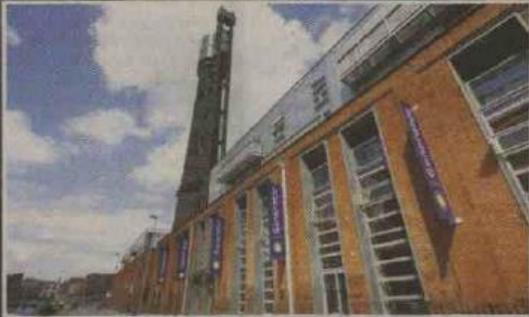
Ad value: €6,630

PR Value: €19,890

Announcement- Consumer



Sexy birds of a feather



● REALITY TV star Cici Cavanagh and former Miss Ireland Aoife Cogan had a bed attitude yesterday as they had a girly pillow fight in a new hostel.

Fade Street star Cici and leggy Aoife — who recently got engaged to Ireland rugby ace Gordon D'Arcy — worked up a sweat in their nighties for a fun official opening of **Generator** Hostel at Smithfield in Dublin.

● The international **Generator** Hostel has 530 beds, making it the biggest hostel in Ireland.

The opening created over 40 new jobs with its €8.5m takeover of the former site of Chief O'Neill's hotel.



Wide-reaching daily national newspaper

Readership: 90,709

6TH July

Relevance: 10

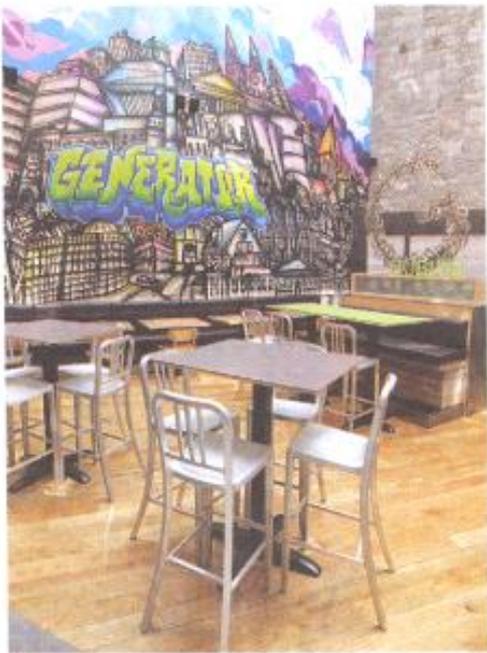
Content: 9

Messaging: 6

Ad value: €4,422

PR Value: €13,266

Announcement- Consumer



Alright, so unless you're either homeless or live too far out to get a Nitelink you probably don't frequent the city's hostels all too often. However, the problem of leeching little friends from foreign countries cramping your couches is easily resolved from this month with the opening of Dublin's very own Generator hostel in Smithfield. Generator's the Hilton of hostels - offload your visiting mates there, and then stick them for their jacuzzi privileges.



Free Dublin based youth Magazine.
Distributed around the city.

Readership: 50,013

August
Relevance: 10
Content: 8
Messaging: 6
Ad value: €730
PR Value: €2,190

Cici Cavanagh



Wide-reaching daily national newspaper

Readership: 87,121

28th Sept

Relevance: 10

Content: 10

Messaging: 10

Ad value: €3,716

PR Value: €11,148

Cici Cavanagh



LOADED
JOHN MEAGHER

■ Among the reams of PR bums that made it to the office this week was an invite to something billed as Ireland's Biggest Ever Sleepover Party, which will take place in the new Generator youth hostel in Smithfield, Dublin, next Thursday.

The organisers resisted the opportunity to bring a big-name DJ over for the event and instead have plumped for Cici Kavanagh from *Fade Street*. For those not au fait with RTE's scripted reality show, she's the one with the prominent eyebrows, not the one who's dating Brian McFadden or the other one recently named "Dublin's sexiest singleton" by some magazine or other.

I'll be at Bob Dylan and Mark Knopfer in The O2 that night, and if it's anything like the last Dylan show at the venue my sleepover will have started long before the gig has concluded.



Daily National Broadsheet paper. The highest reach of any Irish daily paper.

Readership: 134,228

28th Sept

Relevance: 10

Content: 10

Messaging: 10

Ad value: €4,985

PR Value: €14,955





Competitions

COMPETITION

Win a sleepover with five friends at the new Generator Hostel

Frankly, Irish hostels aren't synonymous with flower-lesioned female-only luxury domes, artist designed murals, VIP suites with Jacuzzis, pull-your-own pints of Guinness or hip décor. But that's exactly what awaits at the new Generator Dublin, a trendy yet thrifty hostel located in Smithfield's old Chief O'Neil's Hotel and complete with a 40ft mural designed by local street artist James Earley. To celebrate its arrival, they're hosting **The Giant Generator Hostel Sleepover Party** on October 8 where its 530 beds will be taken over by 530 party-goers, each there to enjoy a plethora of DJs (among them Fade Street's Gini Kavanagh), drinks and dancing making it Ireland's biggest sleepover ever. Check out the event at www.facebook.com/GENERATORhostels and for the chance to reserve a place.

For your chance to win **a sleepover with five mates in a private dorm room on October 8** answer the question below and text **LIFE** followed by your full answer, name and e-mail address to **55133** (texts cost €0.60c + standard network charge).

Q Which street artist designed the Generator's 40ft mural?

A James Earley B Konk

Terms & Conditions: The competition closes at noon today. The winners will be chosen at random from the entries received and notified by telephone. Entrants must be over 18 years of age. Usual Metro Herald rules apply. The editor's decision is final. 69P Droghda, 4th Floor, Mail House North, Grand Canal Quay D2. Customer service number: 0618 786 605.



Wide-reaching daily Dublin newspaper

Readership: 65,000

28th Sept

Relevance: 10

Content: 10

Messaging: 10

Ad value: €5,712

PR Value: €17,136

Competitions



AMAZING CITIES • AMAZING HOSTELS
GENERATORhostels.com

To celebrate the arrival of Generator Dublin, Generator is holding The Giant Generator Hostel Sleepover Party on 6th October.

It's going to be a huge party with DJ's music, drinks, dancing and guests get to sleepover in a Generator bed when they're done. The entire 530 bed hostel will be taken over by party-goers on the night making it Ireland's biggest sleepover ever! We're giving you the chance to win a place for you and 5 of your friends at the party.

Email dconnolly@munster-express.ie and tell us your best party memory.

Terms & Conditions
Closing date Tuesday 4th October at noon. Judge's decision is final.

Keep up to date with the party at www.facebook.com/GENERATORhostels.

The Munster Express

Weekly Munster based paper

Readership: 6,072

30th Sept

Relevance: 10

Content: 10

Messaging: 10

Ad value: €687.5

PR Value: €2,062.5

Competitions



meq MUSIC / MOVIES CULTURE / EVENTS

Muslo 4 Film 4 Arts 4 Festivals 4 Winning Listings 4 Join In 4 We Like

Win tickets for you & 5 friends to The Giant Generator Sleepover

Posted by meq on October 5, 2011 in Winning · 0 Comments · Edit entry

About author

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- Trailer: Friends Win Seats
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- Win tickets to Double Vision in The Backroom (Competition Closed)
- Win a pair of tickets to Turin Granes

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The Giant Generator Sleepover comes to Dublin this Thursday (5th October) with *Slices* with Waves providing the live music for the night and *Old Cavanagh* down for a DJ set. It's basically going to be a huge party in the newly opened hostel with free booze, live music and food from *Deq*. Then, to top it off, everyone stays in the hostel for a sleep over when they're done. You can check it out on Facebook [here](#).

Located in the old Chief O'Neill's hotel in Smithfield, the 300-bed hostel swung open its doors in July. The hostel's features include a VIP suite with its own Jacuzzi bath, a bar with an interactive Guinness self-service table, female only dorms with gilly accents like flowers, dressing tables and fashion magazines and a complete self-catering kitchen. The hostel also features a 40 foot graffiti mural designed by local artist, James Searle.

And we've got some passes to all the excitement to give away. The winner will get a room for themselves and five of their friends for the night. To be in with a chance of winning just answer this simple question.

What's Dublin postcode is Smithfield in?



Online entertainment site

Readership: 10,000

6th Oct

Relevance: 10

Content: 10

Messaging: 10

Ad value: €420

PR Value: €1,260

Competitions



 October 06 2011	
	<p>sleepover Generator Sleepover</p> <p>Nineties slumber parties featured secrets shared, pillowfights, truth or dare, spin the bottle (or was that just my friends?), midnight feasts usually consisting of biccies and milk, and possibly a sneaky ciggie. The rider of a good sleepover this side of the turn of the century demands a little more. Generator hostel is launching in Smithfield and has all the makings of the ultimate party. A range of djs spinning through the night, a live art show by Mick Minogue, Diep catering, dancing, free booze and a bed to collapse into instead of searching for a kebab and taxi, (Not that you'll want or be able to sleep with over five hundred other invitees staying up all night.) The entire 530-bed hostel will be taken over by party-goers. Wear 'jammies. Walk of shame optional. Win a dorm for you and 5 friends. / Emily O'Callaghan</p>
<p>where Generator Hostel, Smithfield, Dublin</p> <p>when 7pm</p> <p>how much Invite Only but worth chancing you arm (see competition)</p>	<p>NEW SHARE THIS PRINT ADD TO CALENDAR</p>



Youth focused ezine with email subscription

Readership: 10,000

5th Oct

Relevance: 10

Content: 10

Messaging: 10

Ad value: €420

PR Value: €1260

Bitches with Wolves



Daily national newspaper

Readership: 87,121

30th Sept

Relevance: 10

Content: 10

Messaging: 10

Ad value: €2,541.25

PR Value: €7,623

Bitches with Wolves

ULTIMATE IRELAND By MAEVE QUIGLEY AND DEMELZA DE BURCA 

BITCHING PARTY

Bitches With Wolves (aka the fabulous James O'Neill) are set to play Ireland's biggest ever sleepover next week. James and co will be bringing his pop-tastic music to over 500 sleepover goers to celebrate the launch of the new Generator Hostel.

Fresh from festival sets at Oxegen and Electric Picnic, Bitches With Wolves will treat party-goers to new material, an energetic live show and as always, an outfit change or two worth talking about! Generator invites Irish backpackers and party people to apply for tickets to join the sleepover on Generator's facebook page: www.facebook.com/GENERATORhostels.

Located in the old Chief O'Neill's hotel in Smithfield, Dublin, the 530-bed hostel swung open its doors in July and retains many of the individual features from the former hotel's tenure as a museum. The hostel's features include a VIP suite with its own Jacuzzi, a bar with an interactive Guinness self-service table; female only dorms with girly extras and a complete self-catering kitchen. The hostel also features a 40ft mural designed by local artist James Earley



National daily newspaper

Readership: 61,998

30th Sept

Relevance: 10

Content: 10

Messaging: 10

Ad value: €743.75

PR Value: €2,231.25

Brogans

Brogan brothers have decks appeal

SUPERSTAR siblings Bernard and Alan Brogan will be swapping the GAA pitch for an arena of another kind, namely a musical one.

The Diney duo reveal how the All-Ireland winning champions will be making their DJ debut tomorrow and are hoping to score big on the dance floor.

The Dublin pair have signed up to help promote tomorrow's Generator Sineaver party in Smithfield which is being held to mark the arrival of the international chain of heave into Ireland.

They'll be joining a crowd of 500 party people at the event and have been busy putting together their playlist which they're devising especially for the heave.

"It's so fat Ray Slin, but I'm really looking forward to having a laugh and sharing our favourite party tunes for the heave," Alan explained.

His brother Bernard also joked how the pair have certainly been putting in plenty of "party research" over the past few weeks ever since their fantastic win against Kerry last month.

Alan is expected to be joined at tomorrow's party by his stunning wife Lyella (left), who's sister is socialite businesswoman Hayley Rock while Bernard will be there with his other half Leslie Walsh.

He has been dating the gorgeous accountant for more than two years and the pair are said to be inseparable. Currently riding high on a wave of success after Dublin's super win, both he and Alan have been apparently inundated with various tempting offers in the wake of their victory as they plan their next career moves.

COUPLE: Bernard with Leslie Walsh



National daily newspaper

Readership: 61,936

5th Oct

Relevance: 10

Content: 9

Messaging: 9

Ad value: €3,095

PR Value: €9,285



Brogans



Generator Sleepover Party

Broadcast date: Thursday 06th of October 2011

Presenter: Ray D'Arcy

Source: Today FM

Program: Ray D'Arcy

Summary

Interview with Alan Brogan (Dublin GAA). -Mentions that Alan is DJing at the Generator Sleepover Party.



Ray D'Arcy Show – One of Ireland's most popular radio shows

Listenership: 245,000

6th Oct

Relevance: 10

Content: 10

Messaging: 9

Ad value: €7,290

PR Value: €21,870

Brogans

BROGAN BROTHERS 'WON'T STRAY'

By NICOLA BARDON

DUBLIN heroes the Brogan brothers are totally devoted to their ladies — and will never stray, they've insisted.
 The hunky GAA stars have been catapulted into the limelight since the All-Ireland football win 2½ weeks ago.

Since female a and Bern need to Alan, Rock, I always All-Irela we're on "Lydia the lady "I'm n together there sin made a well." Bernar term gie "Leslie's all of it. "Darin celebrati was in was off, it was eno, she's gre The brothe sey me the played the i champi this year And d nard an Jim bot home land me the Seve keep the his son, for the I He sai at the remembe "We' back at play Ad decided Lydia time so hold for that I'm that Sh but we

sure."

The team have been on a party buzz

since they took home the title, and Bernard confessed he has a few more celebrations planned.

He said: "We've just been enjoying the last couple of weeks and we've had some great nights and some great parties, and they could continue on for another while. I'm back at training cause we're playing in the club championship next weekend so we've to go back and give that a lash.

"But once that's over there will be another fair few weeks of celebrations.

"And I just finished my accountancy exams finals so the results are out next month so fingers crossed."

Bernard is also set to head Down Under for a couple of months to travel, but the Boys in Blue won't be losing him yet.

He said: "It's something I've wanted to do for a long time but I couldn't really do with the football.

The Brogan brothers will be spinning the discs tonight at the Giant Generator Sleepover Party in Smithfield. Up to 500 people will be partying and camping out at the new hostel. Check out www.generatorhostels.com/invite for more info.
 nicola.bardon@the-sun.ie



We love our home matches



Daily national paper

Readership: 87,121

6th Oct

Relevance: 10

Content: 8

Messaging: 8

Ad value: €3,342

PR Value: €10,026

Brogans



In-demand GAA stars busy with spin-off slots

THESE two could turn their hand to just about anything at the moment and probably prove successful.

The Brogan Brothers, Alan and Bernard - the poster boys of the Dublin GAA scene - show little sign of fatigue, despite 10 days of official engagements and unofficial celebrations since their All-Ireland triumph.

Yesterday, Alan was back in Croke Park, this time to help launch a fundraising celebrity football match taking place between Dublin and Galway on October 27.

The event, co-sponsored by the *Irish Independent*, gives members of the public a once-in-a-lifetime chance to tog out at Croke Park with all proceeds going to the Alan Kerins Project - a charity set up by the former Galway hurler to help people in Africa.

A short time later, both brothers were practising their spinning ahead of their debuts as DJs tonight in front of 500 revellers.

Alan and Bernard will take to the decks at the newly opened Generator Hostel in Dublin's Smithfield, with an eclectic mix of their favourite tunes.

"It should be a good bit of craic. Myself and Alan aren't the best DJs in the world but we'll give it a go," Bernard said.

"We'll be playing a bit of craic and Euro. I'm a big fan of dance and listen to artists like Calvin Harris before a game - that gets me revved up."

Bernard revealed he's thinking of taking a trip Down Under at some stage in the near future for a bit of travel and adventure.

"I'm finished up at work. I'm on sabbatical at the moment," said the

accountant. "I'm thinking of travelling to Australia, so that's why I've taken the bit of leave."

The charity football match will allow members of the public to play on Croker's hallowed turf where they can join forces with some top names in Irish sport.

Among those scheduled to put in guest appearances are Darragh O'Se, Des Cahill, Jason Sherlock and Ken Doherty.

The idea is that members of the public will set up fundraising groups in either their local communities or place of work.

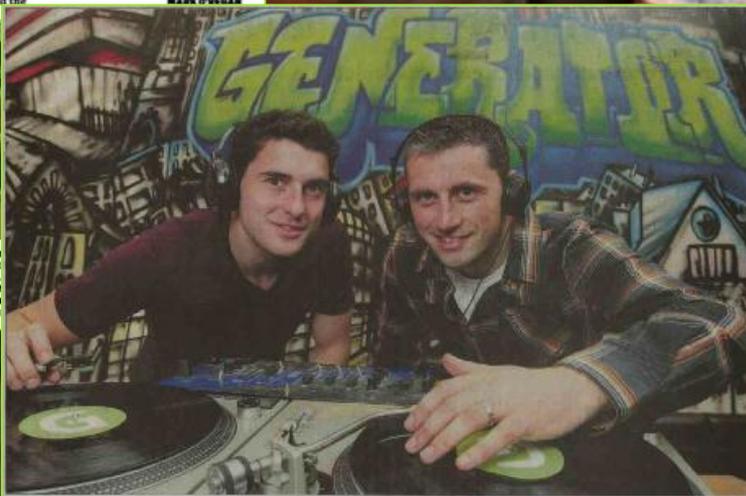
Those who raise €2,500 can then 'nominate' a player from their fundraising group who will tog out for one of the celebrity teams.

Those wishing to get involved should visit www.alankerinsprojects.org

MARK O'NEILL



Top: Dublin football stars Alan and Bernard warm up ahead of their DJ debut tonight at Hostel Sleepover Party, Smithfield, Dublin. Kerins shows off his skill at the launch of the 2011 GAA challenge at Croke Park yesterday. CAPRANI, left, and Clara Ryan-Duffy. O'NEILL



National daily paper

Readership: 134,228

6th Oct

Relevance: 10

Content: 9

Messaging: 9

Ad value: €18,475

PR Value: €55,425



Brogans

CHANGE THE RECORD!

Karl O'KANE
REPORTS
karl.okane@theirc.ie

BERNARD Brogan is hoping there aren't too many Donegal copycats out there next year as it could put him out of business.

The 2010 Footballer of the Year was a marked man this season, and found it tougher to breach massed defences than last season when he almost scored at will. Donegal and Kerry both held Brogan well in the All-Ireland semi-final and final.

But the 27-year-old star still made crucial big plays, particularly in the closing stages of both games, which were crucial to Dublin's first Sam Maguire win in 18 years.

Brogan, who was promoting tomorrow's Generator Sleepover Party in Smithfield, told the Irish Daily Star: "We came up against very difficult defensive units.

Parcel

"It took us a long time to break them down. That's part and parcel of the game today. "It can be frustrating at times, but you have to stick with it and be patient and you get your just reward in the end. "It's not as fun as last year when I was kicking points from everywhere, every time I got the ball. "It's a bit tighter now. That's the way the game is kind of going. Donegal did it so well this year. "I'm just hoping every team doesn't take that much because

it will destroy my game altogether and get the head beat off you every year," he joked.

But he added: "Ah so, that's part of the game. It's great to be an All-Ireland champion. I never thought I'd see the day."

Brogan hailed Diarmaid Conolly for taking the heat off him this year as Dublin spread the scoring love around.

"On the scoring stakes I wasn't at the same standard [as last year]. It was a freak year. I had to change my game a bit this year. I had to involve more of the lads. Especially with Diarmaid Conolly coming in this year he took a lot of the pressure off me. "It made us into a serious team and it made it very difficult for teams to mark us. "When there are three or four lads kicking points it makes it a lot harder than where you only have to look at one lad. "I got a bit more attention from markers this year but that was to be expected. The other lads stepped it up. Diarmaid Conolly kicked seven points against Tyrone. Other teams had to start worrying about him." It was particularly pleasing for Brogan, who targeted making scores this year, as well as taking them.

"That's something I wanted to get right through the League, get as many assists as I could. "Through the League we got a load of goals. Mossy Quinn was on fire so I was very happy with my year. "A couple of games I missed a few chances, but the year overall, the final three games against Tyrone, Donegal and Kerry I felt I made a decent contribution." The end result was spectacular and everything Brogan dreamed it would be.



SMOOTH: Brogan at the Generator Sleepover launch in Smithfield, Dublin



National daily newspaper

Readership: 87,121

6th Oct

Relevance:7

Content:6

Messaging: 8

Ad value: €10,028

PR Value: €30,084

Brogans



Spin when they're winning...

DUBLIN champs Bernard and Alan Brogan will be spinning the decks tonight for the Generator Sleepover Party to mark the opening of the Generator Hostel in Dublin's Smithfield.

Bernard yesterday posted a picture (left) on Twitter of himself and his 'mate' Sam Maguire taking it easy.

BERNARD'S GOALS FOR 2012: SEE SPORT



National daily newspaper

Readership: 87,121

9th Oct

Relevance: 10

Content: 10

Messaging: 10

Ad value: €5,896

PR Value: € 17,688

Generator- Generic



SOMETHING FOR THE WEEK AHEAD

1 OPEN DOORS IN DUBLIN

Open House Dublin takes place this year from October 6-9 as part of the Dublin Festival Season, and will see Dublin buildings of all types and periods throwing open their doors for free guided tours and talks by top architects. This year's theme is 'The Architecture of Change'. See openhousedublin.com

2 A PEARL OF AN IDEA

Irish charity Age Action, which promotes the welfare of our senior citizens, has come up with a novel fundraiser for the month of October. The Big Knit is aiming to raise €20,000 by knitting 80,000 woolly hats by the middle of the month. These will then be modelled by Innocent fruit smoothie bottles which will be sold nationwide from early November. For every hat-topped bottle sold, Innocent will donate 25 cent to Age Action — which will fund the organisation's winter public education campaign to help older people stay well. More details at www.innocentdrinks.ie/thebigknit.

3 SCARE HOUSE FOR HALLOWE'EN

Scare house attraction, The Nightmare Realm, opened its doors at Albert Quay in Cork this week,

to get ready for Halloween. Realm actors use professional masks, costumes, make-up and prosthetics to transform into weird and manic characters. It was established in Tralee in 2009 and this is the first time it is in Cork. Each year the event has a new theme — in Tralee it will be "Hotel Del Diablo" while the new Cork venue is themed "Disease Control". Tickets cost €12 for adults and €10 for students and are available at thenightmarerealm.ie. It is aimed at ages 13 upwards.

4 ROSSCARBERY BOXER PLAQUE

He defeated America's finest athletes at New York's Madison Square Garden in the USA, and now Timothy Jerome O'Mahony, aka 'The Rosscarbery Steam Engine', is receiving recognition more than 110 years later when a plaque in his honour will be unveiled at his birthplace in the west Cork town of Rosscarbery today at 3pm by Micheál Ó Muircheartaigh. The event will include music and Irish dancing in the town square and the first annual Memorial Steam Engine 5km Run (three miles). Runners and walkers can register on the day for €5. Next weekend the town is also hosting a Girls Just Wanna Have Fun weekend in aid of Action Breast Cancer in the Celtic Ross hotel. info@celticross.com.

5 COME DINE WITH BALLYCOTTON

If you're a fan of Come Dine with Me, you may want to take part in this fun weekend at the Bayview Hotel in Ballycotton in east Cork. Guests can enjoy the food, polish up on their culinary skills and table etiquette and have a bit of fun while doing it. Unlike the TV programme, guests can choose who to bring with them. Come Dine with Me Seafood runs on October 7 and 8, Come Dine with Me Food from the Farm on October 14 and 15 and Come Dine with Me Ultimate Finale on October 21 and 22. Weekends start from €155 per person sharing for a party of four and include two nights' B&B, supper, wine tasting, cookery demonstrations, table laying & decor lessons, garnishes and food presentation, drinks reception and a tasting menu with wine. See thebayviewhotel.com.



6 GIRLY HOSTEL IN DUBLIN

Spending a night in Dublin and fancy some cheap 'n' cheerful accommodation? Generator Dublin, the newly opened trendy hostel in Smithfield, is a 530-bed located in the former Chief O'Neill's hotel. Facilities include female-only dorms. Generator also has hostels in London, Berlin, Copenhagen and Hamburg. www.generatorhostels.com.

Irish Examiner

Daily National Newspaper
based in Cork

Readership: 43,390

1st Oct

Relevance: 10

Content: 10

Messaging: 10

Ad value: €2,610

PR Value: €7,830

Generator- Generic



THE DAILY EDGE | thejournal.ie BUSINESS ETC THE SCORE | Dublin: 16 °C | Monday 10 October, 2011

Trending tags: # WORK CAN WAIT # JUPITER

Tags: # ACCOMMODATION # ALAN BROGAN # ALL IRELAND # BERNARD BROGAN

Have a sleepover with the Brogan brothers. No, really.

Wed, 11:43 AM | 333 Views | No Comments | Share 1 | Tweet 3

HOSTELS: NOT JUST about noisy dorms and other people's smelly socks, apparently. A new super-hostel is launching in the Smithfield area of Dublin on Thursday with a sleepover for 500 guests and All-Ireland winning footballing brothers Alan and Bernard Brogan providing some of the entertainment.

The Generator Hostel is part of a chain already in place in London, Berlin, Copenhagen and Hamburg. The Brogans, on the other hand, are in definite newbie territory - neither of them have ever DJed before. Said Alan:

I'm not Fat Boy Slim, but I'm really looking forward to having a laugh and sharing our favourite party...

We're not sure if the Brogans are actually... be able to claim you slept with both Brogan...

DJ Cici Cavanagh and Bitches With Wolves musical back-up.

Hipster footwear, as per this promo interv...

THE GIANT GENERATOR SLEEPOVER PARTY

GENERATOR SLEEPOVER PARTY

GENERATOR HOSTEL, SMITHFIELD, DUBLIN THURSDAY 6TH OCT @ 7PM

Manicure & Pedicure For €20 | view



Online entertainment site

Readership: 10, 000

5th Oct

Relevance: 10

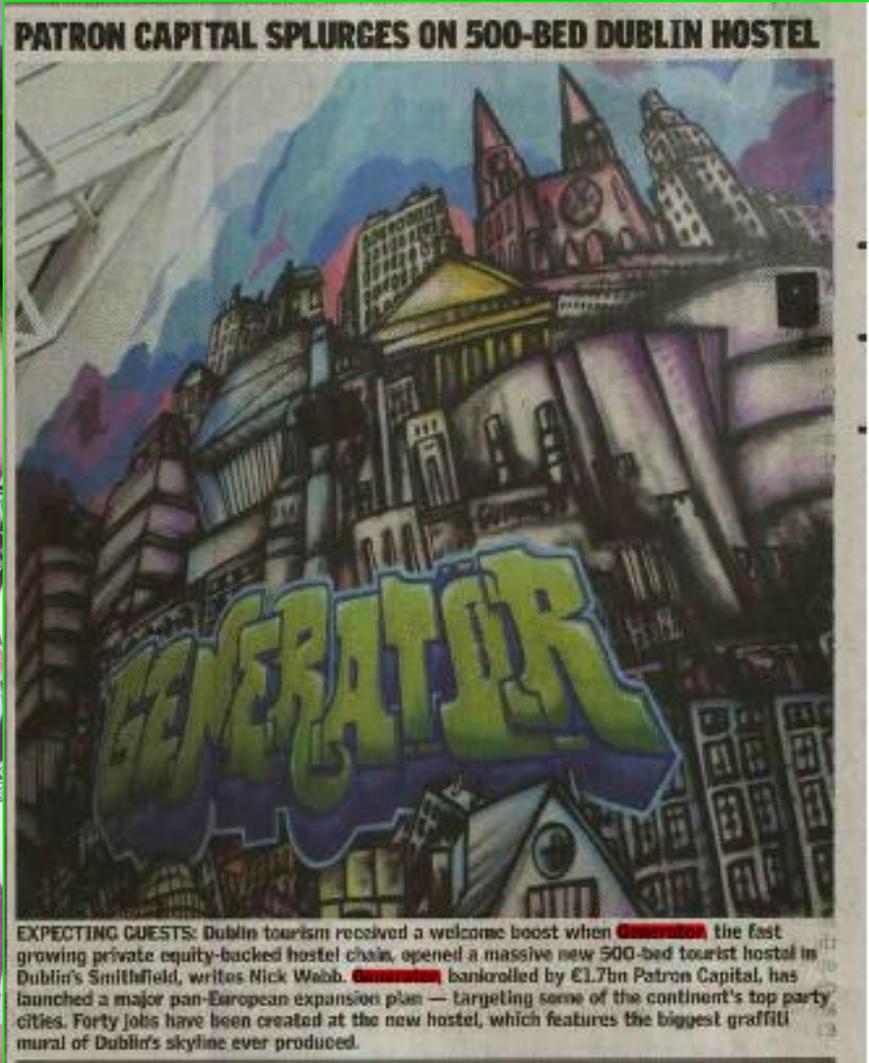
Content: 10

Messaging: 10

Ad value: €420

PR Value: €1260

Generator- Business



Sunday Independent
1,041,000 READERS
37th QUALITY CLUB MEMBER

Ireland's biggest selling Sunday newspaper

Readership: 255,806

9st Oct

Relevance: 10

Content: 9

Messaging: 9

Ad value: €7,030

PR Value: € 21,090

Post Event Publicity



The screenshot shows the entertainment.ie website interface. At the top, there's a navigation bar with the site logo, social media links (Facebook Like +22K, uLike), and a search bar. Below this is a main header with the word "ANXIETY" in large yellow letters and a "Cinema Guide Ireland" badge. A secondary navigation bar lists categories: Home, TV, Cinema, Music, Theatre, Comedy, Tickets, Gossip, All Events, Competitions, Restaurants, and More. The main content area features a headline: "Generator Sleepover Party to celebrate Ireland's newest and biggest hostel Generator - 07 October 2011". Below the headline is a grid of 24 small photo thumbnails. To the right of the gallery is a promotional banner for "BE IN WITH A CHANCE TO WIN TICKETS TO THE SMIRNOFF NIGHTLIFE EXCHANGE PROJECT WITH entertainment.ie". The banner includes logos for "NIGHTLIFE EXCHANGE PROJECT" and "BE THERE", and text: "Enjoy SMIRNOFF® Sensibly. Visit [drinkaware.ie](#). The SMIRNOFF and BE THERE words and associated logos are trade marks. © The Smirnoff Co. 2011". Below the banner is a "VENUE SEARCH..." section with dropdown menus for "Select County:" (Dublin) and "Select Venue:" (4 Dame Lane (16 Albu...)). A "GO!" button is at the bottom of the search section. At the very bottom of the screenshot, there's a "Last 20 Galleries" section with a list of recent gallery titles.



Ireland's number 1 entertainment site

Readership: 300, 000

7th Oct

Relevance: 10

Content: 10

Messaging: 10

Ad value: €4,130

PR Value: €12,390



Post Event Publicity



PARTY PEOPLE: At the **Generator** sleepover party to celebrate Ireland's newest and biggest hostel **Generator** in Smithfield were Blathnaid McKenna and Leah Johnston; Bernard Brogan and Jen Guinn; Tommy O'Reilly and Havelock Rock; and Elaine Furness and Alan Brogan. **PHOTOS: ANTHONY WOODS**



IN THE PICTURE: At the gala screening of the new Irish film *Parked* at the IFI were (above) Aimee Breslin, Cara Byrne and Sally Breslin; and at the **Generator** sleepover party in Smithfield was Saoirse Hogan (right)

IFI were (above) Aimee-Paige O'Dwyer and Nicky Dwyer, while at the **Generator** sleepover party in Smithfield were (below) Karen Brady and Jess Elmes



National daily newspaper

Readership: 61,936

11th Oct

Relevance: 10

Content: 9

Messaging: 9

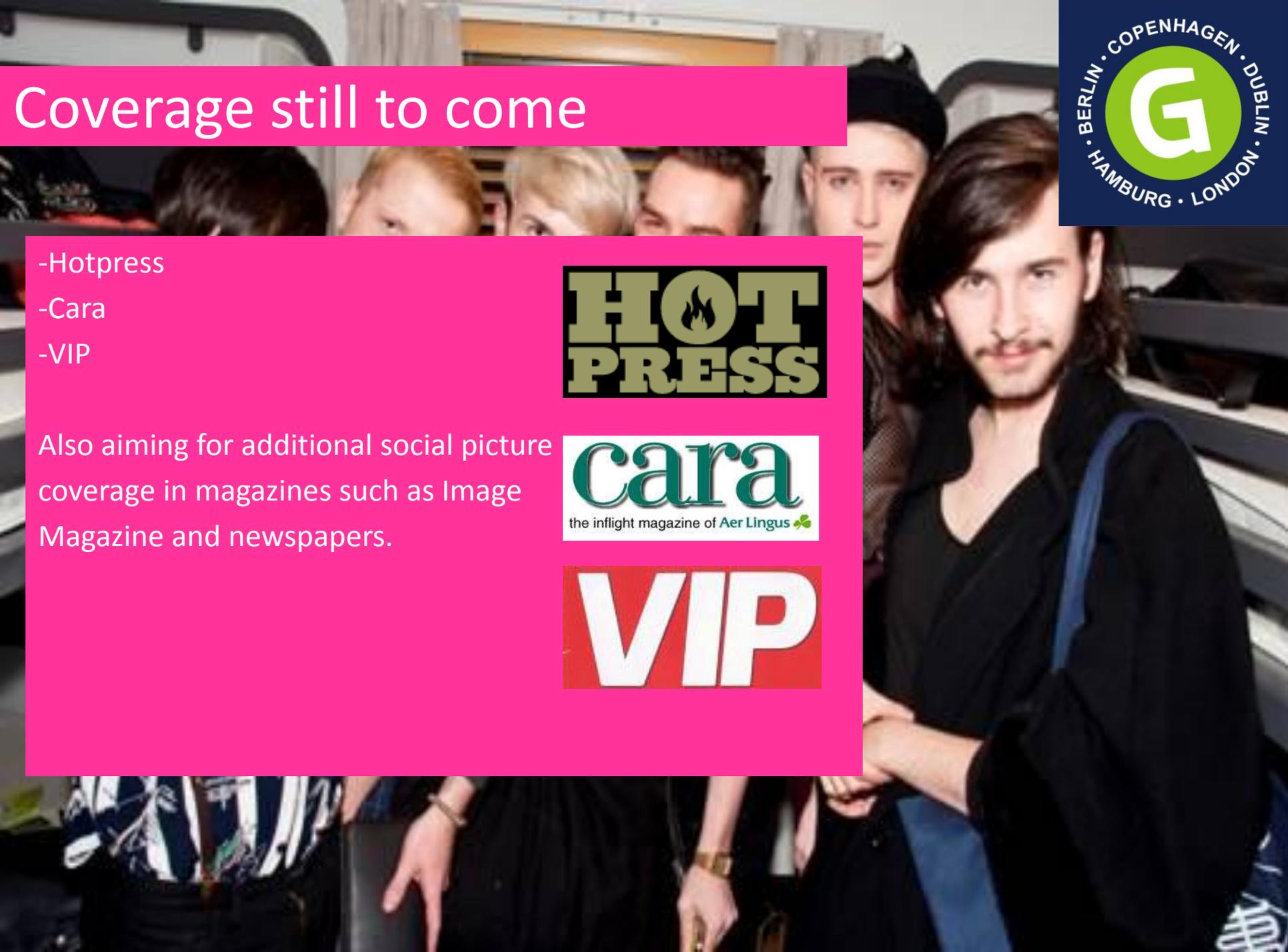
Ad value: €9,274

PR Value: €27,822

Coverage still to come

- Hotpress
- Cara
- VIP

Also aiming for additional social picture coverage in magazines such as Image Magazine and newspapers.



Thanks!

