

AIRTRICITY TO SPONSOR *MIRIAM MEETS...* ON RTÉ RADIO 1

**Tune into *Miriam Meets...* sponsored by Airtricity,
RTÉ Radio 1, Saturdays, 9.10am for eight weeks**



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Miriam O'Callaghan pictured with Kevin Greenhorn, Managing Director of Airtricity, pictured at the announcement that Airtricity is to sponsor Miriam O' Callaghan's first-ever radio show, *Miriam Meets.....* on RTÉ Radio 1.

Airtricity, the No.1 supplier of greener energy in Ireland, has announced that it is to sponsor Miriam O'Callaghan's first-ever radio show, *Miriam Meets.....* on RTÉ Radio 1.

The eight week sponsorship commences Saturday 11 July. Every Saturday at 9.10am Miriam will interview two individuals who have a strong connection, whether through family, business or otherwise. Broadcasting in the popular Saturday morning slot of 9.10am-10am the *Miriam Meets....* sponsorship package will include four Airtricity credited stings per show, podcast sponsorship and an on-line presence on the *Miriam Meets....* web page and across RTÉ.ie.

Some of the show's guests will include Colm O'Gorman of 'One in Four' and his partner Paul Fyffe in an interview where they discuss their relationship for the first time. Popular columnist and broadcaster Róisín Ingle and her mother will be Miriam's second guests of the series. Róisín and Anne Ingle will chat to Miriam about their relationship as mother and daughter and the loss of Róisín's father at a young age, growing up in Dublin and her career to date.

Kevin Greenhorn, Managing Director, Airtricity Supply, commented:

"Miriam Meets... is a fantastic opportunity for Airtricity to be associated with and we are very excited by the prospect of working with RTÉ Radio 1 on this sponsorship. In sponsoring the show, we are not only in a position to communicate the role that Airtricity plays as the leader in delivering green energy generation and supply, but also in delivering better value energy to the consumer, so switching to Airtricity is not just energy made cheaper, but energy made better."

Tara Farrell, Sponsorship Manager RTÉ Radio said:

"This sponsorship represents a first for RTÉ Radio on so many levels, it is the first time Miriam O'Callaghan has presented her own radio show and is the first ever radio show Airtricity have signed up to sponsor."

About Airtricity

Airtricity is the No.1 supplier of greener energy in Ireland offering domestic and commercial customers an electricity supply that is not only low-cost but that also significantly reduces their carbon footprint. At Airtricity, 79% of the company's energy is from renewable sources ensuring its supply is the greenest in the market. Airtricity now supplies almost 70,000 domestic and business customers in the Irish market, who are enjoying up to 13% savings on their electricity consumption costs (the cheapest standalone rates in the Republic of Ireland, guaranteed until the end of January 2010) and receiving the greenest electricity in the market. Airtricity has recently launched a heavyweight customer acquisition campaign, which is the most significant that the renewable energy supplier has undertaken since it entered the electricity supply market ten years ago. Airtricity was acquired by SSE (Scottish and Southern Energy Plc) in February 2008.