

**Contact:** Alex Blackwell  
President  
Knowledge Clinic Ltd.  
Port Aleria, Rosnakilly, Kilmeena  
Westport, County Mayo, Ireland  
+353 87 624 3907  
[ablackwell@knowledgeclinic.com](mailto:ablackwell@knowledgeclinic.com)

## FOR IMMEDIATE RELEASE

### KNOWLEDGE CLINIC AMONG ENTREPRENEURS FEATURED IN TELEVISED PROGRAM “OUT AND ABOUT IN IRELAND”

**14 October 2011, Westport, Ireland.** Some of the west of Ireland’s most acclaimed and successful businesses featured on an hour long TV programme on SKY TV Thursday evening 13 October. The show entitled ‘Entrepreneurship in the West of Ireland’ features several well established companies from Mayo, including CBE in Claremorris, McHale’s Engineering in Ballinrobe and Allergan Pharmaceuticals in Westport.

The show also features several entrepreneurial ventures and provides insights into what it takes to start a business in the West of Ireland, what supports are available, and what the benefits are of locating here. Included are Knowledge Clinic, InTime Media and 365Messaging, all based in the GMIT Innovation in Business Centre (IIBC) in Castlebar.

Alex and Daria Blackwell feature prominently as entrepreneurs who recently relocated and started Knowledge Clinic in Westport, Ireland. “We are fortunate that in today’s world, a technology based business can be located almost anywhere. And here, we have access not only to exceptional talent and support services, but also to an extraordinary quality of life,” explains Alex. “Yes, and Ireland itself is a brilliant microcosm that allows one to establish a base on a manageable scale from which to expand globally,” adds Daria.

The programme also looks at the GMIT Innovation in Business Centres in Castlebar and Galway. Maria Staunton IIBC Castlebar manager said “The west is a fantastic place to do business, we have very creative people with excellent ideas who are setting up businesses here in the west and doing really well.”

“It’s great to be able to show a wider audience what we are doing here in the IIBC, we hope it will encourage the spirit of entrepreneurship in the west and maybe some companies will see the programme and consider the west as a good place for their business” she said.

The programme itself is produced by Westport company IRISH TV which has a weekly hour long programme every Thursday called 'Out and About in Ireland' on Sky TV.

"We have benefited from the liBC ourselves and we felt it was worth showing the good work they do to a global audience. It's all about showcasing the west of Ireland as a great place to live, work and do business." commented executive producer Mairead Ní Mhaoilchiaran.

The hour long programme aired on Thursday 13 October at 9pm on Sky TV channel 201, Freesat 403 and simultaneously on [www.irishtv.ie](http://www.irishtv.ie). It will be repeated on Sunday at 9pm and Monday at 11pm.

Excerpts will be available on [www.knowledgeclinic.com](http://www.knowledgeclinic.com).

### **About Knowledge Clinic**

Knowledge Clinic has two goals based on current e-learning technologies:

- To disseminate knowledge in varied subjects such as marketing, communications, advertising and cultural competence to targeted, geographically spread out individuals in interactive web seminars otherwise known as webinars, ([www.knowledgeclinic.com](http://www.knowledgeclinic.com)) and
- To help people diagnosed with chronic conditions to manage their health better long term and rewarding them for doing so consistently over time. ([www.bestpatient.com](http://www.bestpatient.com))

### **Contact Information**

Alex Blackwell, President, Knowledge Clinic, Ltd.  
[www.KnowledgeClinic.com](http://www.KnowledgeClinic.com)

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