



“Show us Your Gaelic”

**Seachdain na Gàidhlig (World Gaelic Week) announces programme for the inaugural festival, Monday 21<sup>st</sup> to Sunday 27<sup>th</sup> March 2022.**

Following on from the international success of #LàAbairtNaGàidhlig or #sayagaelicphraseday, Scotland is hosting its first ever official country-wide Gaelic language week; **Seachdain na Gàidhlig**, or **World Gaelic Week**: that aims to celebrate and promote the importance of Gaelic within Scotland’s cultural and creative landscape.

Launched at a special Gaelic takeover event at BASTA Pizza, Glasgow (re-named BLASTA [Tasty] for the night), on Wednesday 16<sup>th</sup> March by a whole host of Gaelic social media influencers, the week contains a mixture of organised interviews, performances and conversations, and local and international events.

To ensure young people across Scotland can engage with Seachdain na Gàidhlig, the team behind the festival have developed a comprehensive education pack for schools. In partnership with [Twinkl](#), Seachdain na Gàidhlig have created a range of activities and resources that teachers can utilise to give pupils an experience of Gaelic. There are individual packs aimed at both primary and secondary levels, and for both Gaelic and English medium schools - no matter what level a pupil’s Gaelic is at, there are plenty of opportunities to celebrate the inaugural Seachdain na Gàidhlig.

Events are confirmed to take place across the world, including in the UK, Germany, Australia, Canada and the US, all delivering a flavour of the breadth of Gaelic activity across the globe. They range from a Gaelic gin tasting, distillery tour and cèilidh delivered by the Isle of Tìree Distillery, to virtual cookalongs with TikTok sensation the Hebridean Baker. Alzheimer Scotland West Highland will hold a series of online events for people living with dementia and memory loss throughout the week, with the Language





Centre of the Technical University of Munich introducing participants to the Gaelic language, its history and its development during a special event.

Comhairle nan Eilean Siar Instrumental Music Service & Multi-media Unit will also launch their highly anticipated e-Cèilidh book, featuring pre-recorded videos and live performances of some of the material contained in the book, performed by learners from schools in the Western Isles. The game “Lorg-Glaschu” will bring you on a short trip through time through the medium of Gaelic, meeting at the Botanic Gardens, to play a scavenger hunt around the River Kelvin, learning more about the history and industrial archaeology of the place in the process!

Alongside daily social media content, the mixture of in person and online events (Covid-19 restrictions dependent) will provide a platform for Gaelic speakers to connect with wider actual and virtual communities encouraging people, businesses and community groups to get involved.

Festival Director Joy Dunlop said: *“We’re absolutely thrilled by the response at such a busy time, people have been busy creating their own ideas and events to feature within the extensive programme; supported by free online resources, learning materials and advice on our official website [www.seachdainnagaidhlig.scot](http://www.seachdainnagaidhlig.scot), where visitors can also find links to tickets for all the events.”*

People are also being encouraged to share videos of them using Gaelic online using the hashtag #SeachdainNaGaidhlig to connect across Scotland, and each weekday focusses on five key areas; Culture, Arts & Heritage, Business, Public Sector, Education and Communities.

Shona NicIlinnein, Ceannard at Bòrd na Gàidhlig, who are Seachdain na Gàidhlig’s main funders, said *“We are delighted to support this initiative which is bringing people together from business, education and communities across the world to use Gaelic. Seachdain na Gàidhlig will increase connections throughout the Gaelic community in Scotland and abroad, raising the language’s profile and increasing*





*wellbeing while it contributes to the National Gaelic Language Plan’s aim that more people use Gaelic more often and, in more situations.”*

For tickets and to get involved visit: [www.seachdainnagaidhlig.scot](http://www.seachdainnagaidhlig.scot)

For the full events listings visit <https://seachdainnagaidhlig.scot/events>

For education resources visit: [www.twinkl.co.uk/resources/curriculum-for-excellence/scotland-partnerships-scotland-cfe/seachdain-na-gaidhlig-world-gaelic-week-scotland-partnerships-scotland-cfe](http://www.twinkl.co.uk/resources/curriculum-for-excellence/scotland-partnerships-scotland-cfe/seachdain-na-gaidhlig-world-gaelic-week-scotland-partnerships-scotland-cfe)

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[#SeachdainNaGàidhlig](#)

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#### **Editors Notes:**

Seachdain na Gàidhlig is pronounced – Shach-keen na Gaaah-lik (ch like loch)

With more new events being added daily, a selection of the daily events is included below:

Monday 21<sup>st</sup> March’s focus on Community will launch .Comunn (Dot.Comunn), an online daily afternoon discussion show, steered by Joy Dunlop, Director of Seachdain na Gàidhlig. Supported by MG ALBA, the show will explore the daily focus of Seachdain na Gàidhlig in more detail, through a range of





conversations and discussions from 2-4pm each day, broadcast live across the Seachdain na Gàidhlig social media channels. This will be free and available to watch post broadcast.

Monday's broadcast will be focused on Community & Family, featuring 3 main topics of discussion: Cleachd I no cail I (Use it or lose it) / Guth nan Òg (Voice of the Young) / Gàidhlig san Dachaigh (Gaelic in the home, with a range of guests including; Lewis Laing, Family Development Officer for Comann nam Pàrant and Choirstaidh NicArtair, the 2021 Young Gaelic Ambassador of the Year.

Coinneach MacLeod, the Hebridean Baker, is looking forward to sharing recipes through the week across social media, bringing the best of the islands to a worldwide audience. MacLeod was born and raised in the village of Cromore on the Isle of Lewis, the most northerly of the Outer Hebrides with an aim to bring the best of the Scottish islands to a worldwide audience. Inspired by family recipes and traditional Scottish bakes, Coinneach released his debut cookbook – Hebridean Baker, Recipes & Wee Stories from the Scottish Islands. It was the bestselling cookbook by a Scottish author in 2021. With his book and Tiktok videos, Coinneach has motivated his followers around the world to bake, forage, learn Gaelic, have a dram or two of whisky and visit the islands.

Tuesday 22nd's agenda is set to look squarely at Public Sector and organisational opportunities for Gaelic speakers. This will include videos from Gaelic-speaking politicians, the Scottish Parliament and major Gaelic organisations like Bòrd na Gàidhlig, with a feature on the prospects that Gaelic can bring to you. The 2pm online .Comunn broadcast will feature a range of public sector representatives, including Niall Bartlett, Gaelic & Scots Division, The Scottish Government and Shona NicIlinnein, Ceannard at Bòrd na Gàidhlig, discussing why Gaelic is so important both here, and abroad.

To kick off a project on minority languages, the Language Center of the Technical University of Munich will introduce participants to the Gaelic language, its history, its development, and the issues involved in its current revival.



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To celebrate World Gaelic Week further, Screen Argyll are hosting an online discussion on Iorram (Boat Song) on the Tuesday at 7.30pm. The panel – including Gaelic singer Gillebride MacMillan, musicians Tara Rankin and Ian Smith, and filmmaker Alasdair Satchel – will discuss the film, Gaelic culture and the future of the language in Scotland. The discussion will be in Gaelic, with simultaneous translation into English provided by CHARTS.

Iorram (Boat Song) is the first cinema documentary entirely in Scottish Gaelic and a lyrical portrait of the fishing community in Scotland's Outer Hebrides. Director Alastair Cole takes a cinematic journey into the past and present of the islands, mixing voices, stories and songs from the mid-20th century with images of life today on land and sea, and original music by Aidan O'Rourke. Iorram is available to rent on the Stream Argyll platform, and is available in Gaelic with English subtitles, in Gaelic with Gaelic subtitles, in Gaelic without subtitles, and with a Gaelic Audio Description.

Wednesday 23<sup>rd</sup> March is all about the economic benefits of Gaelic business and tourism, with a wide range of online and in person events. Businesses from across Perth and Kinross are invited to attend an industry webinar focusing on the upcoming Royal National Mòd, an eight-day festival which celebrates Gaelic language and culture, returning to Perth for the first time in 18 years from the 14 – 22 October 2022.

Tyree Gin is hosting a music night, a distillery visit and sharing tasting session, and Glasgow Arts Organisation An Lòchran will also be holding an online Quiz Night. The 2pm .Comunn broadcast will present Gaelic as an Economic Asset, across a range of topics; including a session on Gaelic in the Media, featuring Ross Christie, Communications and Content Co-ordinator MG Alba & BBC Alba and Calum McConnell, Assistant Commissioner of Radio nan Gàidheal.

Thursday 24<sup>th</sup> brings education to the fore, with the 2pm .Comunn broadcast discussing learning at all levels, including a session with Duolingo & SpeakGaelic content creator Màrtainn Mac a' Bhàillidh and



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Sileas NicLeòid, Director of Sabhal Mòr Ostaig's popular distance learning course, Sabhal Mòr Ostaig. Students from the University of Glasgow, Edinburgh and Sabhal Mòr Ostaig will also discuss the role of Gaelic in their university social lives. Mull Gaelic Choir will also be demonstrating how easy it is to take part in your community, during their Thursday night rehearsal, with local community events being held throughout the country, stretching from Oban to Mallaig and Glasgow.

Friday's celebration of Culture, Arts & Heritage will see a plethora of events, culminating in a music celebration on Friday night curated by Scottish Traditional Arts organisation, Hands Up For Trad. North American Gaelic groups An Comunn Gàidhealach Ameireaganach, Sgoil Gàidhlig Bhaile an Taigh Mhóir & the Hidden Glen Folk School (US) will release one episode of their podcast, More Than Kilts and Cabers: Scottish Gaelic Voices from North America' every day of Seachdain na Gàidhlig, with Comhairle nan Eilean Siar Instrumental Music Service & Multi-media Unit live launching their highly anticipated e-Cèilidh book. For the first time, Cupa Iomain na h-Òige, the Youth Gaelic shinty competition, will happen in a variety of locations, with three competitions during Seachdain na Gàidhlig – the Isle of Skye 22/3, Bishopbriggs 23/3 and Strathpeffer 25/3. The final daily 2pm .Comunn online broadcast includes discussions on Arts, Culture and Heritage across a range of sectors, including conversations with Anna NicGuaire, Creative Scotland's Gaelic Arts Officer and Arthur Cormack, chief executive of Fèisean nan Gàidheal.

Closing the working week with an evening of music and song is a special Hands Up for Trad Music Club to celebrate Seachdain na Gàidhlig with singer Joy Dunlop and guitarist Ron Jappy. This will be a one off, private concert, live to your living room where you can ask questions to Joy and Ron! There are three ticket types: General, General + a recording of the concert (no-one else will have this), and a Pay a Wee Bit More ticket too, and this will go to the musicians.

With an exquisitely expressive voice and a deep connection to the traditions of the Scottish Highlands, Joy Dunlop is one of today's foremost Scottish Gaelic singers. A vocalist renowned for her ability to



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breath freshness into the most traditional material, Joy translates ancient Gaelic musical traditions into the twenty-first century with elegance and grace. The emotional power of her singing needs no translation, speaking to audiences across the divides of language and history in a voice as luminous and compelling as the landscapes of her native Argyll. A Graduate of the Royal Scottish Academy of Music & Drama Ron Jappy is an extremely accomplished musician, highly sought after as an arranger, guitarist, fiddle player, pianist and producer. He has always had a passion for performing and teaching and from a young age has made the best of opportunities presented to him. Influenced by a broad range of fantastic musicians and teachers, Ron has had a number of experiences presented to him through the rich and vibrant music scene of his current residence, Glasgow.

The weekend focus is Cleachd I no Cail I (Use it or lose it) highlighting a range of community events and activities. On Saturday, Kames Hall in Tighnabruaich will be bringing Gaelic home, with a day of Gaelic events, with Comann nam Pàrant Shruighlea holding [Fèis Bheag Shruighlea](#); their second mini – festival.

Sunday includes a non-denominational Gaelic Service at 1.30pm on Sunday 27<sup>th</sup> March at Greyfriars Church in Edinburgh, by the Church of Scotland and a live streamed Gaelic service, using the traditional "lining out" of the psalms, by Stornoway Free Church Seminary. The game "Lorg-Glaschu" will bring you on a short trip through time through the medium of Gaelic, meeting at the Botanic Gardens, to play a scavenger hunt around the River Kelvin, learning more about the history and industrial archaeology of the place in the process!

Seachdain na Gàidhlig is facilitated by traditional arts and culture organisation Hands Up For Trad. Director Simon Thoumire, says: *"By shining a spotlight on champions and uniting fluent speakers, learners and those new to Gaelic, from across various aspects of everyday life, we will drive enthusiasm and uptake to highlight the use and benefits of our culture and language. We're delighted that support from Creative Scotland through the National Lottery fund enables us to design and produce new projects and initiatives."*





-ENDS-

**PR:** For information, interview and images please contact [chris@genuine.scot](mailto:chris@genuine.scot)

**Partner's Notes:**

[Seachdain na Gàidhlig](#) is a brand-new initiative that brings together stakeholders, partners, the Press, Schools, social media influencers, participants, and audiences from across the world to celebrate Gaelic language. Seachdain na Gàidhlig will include a coordinated network of activities taking place across Scotland and internationally in the weeks leading up to and including 21st - 27<sup>th</sup> March 2022.

[Hands Up for Trad](#) is funded by The National Lottery through Creative Scotland, was formed in 2002 and exists to increase the profile and visibility of Scottish traditional culture and music through information, advocacy and education to artists, participants, and audiences across Scotland and beyond.

[Bòrd na Gàidhlig](#) (the Bòrd) is an executive non-departmental public body established under the Gaelic Language (Scotland) Act 2005. Bòrd na Gàidhlig works to promote Gaelic in partnership with the Scottish Government, local authorities, public bodies, delivery partners and communities. The Bòrd's vision is that Gaelic is seen and heard on a daily basis across Scotland, such that it is widely recognised as an integral part of Scottish life and as a national cultural and economic asset.

For more information visit [www.gaidhlig.scot](http://www.gaidhlig.scot)

[Creative Scotland](#) is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here. They enable people and organisations to work in and experience the arts, screen and creative industries in Scotland by helping others to develop great ideas and bring them to life. Creative Scotland distributes funding provided by the Scottish Government and the National Lottery.







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