

**Irish Girl Guides press release**

22 October 2018

## **Top teen entrepreneur encourages local Guides to dream big!**

**- Award-winning businesswoman Kate Madden addresses 100 Girl Guides at Dundrum event –**

Dream big and never give up was the message given to 100 local members of Irish Girl Guides (IGG) by award-winning teen entrepreneur Kate Madden at an event in Dundrum on Friday [19 October 2018].

Taking part in the Guiding get-together were IGG members from Dundrum and Sandyford, including Ladybirds (age 5-7), Brownies (age 7-10), Guides (age 10-14), Senior Branch members (age 14-30) and volunteer leaders from age 18 upwards.

Eighteen-year-old Kate, who is currently Ambassador for IGG with her younger sister Annie (16), said it took them 152 attempts before they came up with their winning formula for equine feed that successfully treats ulcers in horses. They now export their Fenuhealth products to countries across four continents, including to five royal families!

“Believe in your dreams; know you can achieve whatever you put your mind to,” said Kate. “Keep your goal in mind and keep trying no matter how many times you have to try.

“Our motto in FenuHealth is ‘never give up’ and this is a perfect match for the positivity and enthusiasm which is central to the Irish Girl Guides. It is important to work together too and we would encourage you to get on well with your sisters and brothers and friends.”

Kate and Annie, who recently received *Image* magazine’s 30 Under 30 Award for STEM and who appeared in the top five of a 20 Under 20 list of entrepreneurs in Ireland and the UK, were selected as Ambassadors for IGG because of the hard work, commitment and ambition they have demonstrated.

“They are great role models for our members,” said IGG District Commissioner Helen Cahill. “They show how dreams can come true and how everything is possible with dedication and determination.

“We encourage our members from age five upwards to try their best while we introduce them to a range of indoor and outdoor activities, projects and challenges. They develop independence, resilience, problem-solving and teamwork skills while making great friends and having a lot of fun.

“Our leaders develop great friendships too and they also enhance their confidence, leadership and organisational skills. We are always on the lookout for new volunteer leaders from all backgrounds, whether they have been involved in Guiding before or not. There’s a great vibrancy and buzz found in Guiding and you won’t regret stepping forward to volunteer for an hour or two each week!”

IGG volunteer, former Senator and former IGG Chief Commissioner, Jillian van Turnhout, paid tribute to Freda Keady who, after 36 years of service to IGG, including over 30 years as Leader of Kiltarnan Guides, is stepping back from running weekly meetings. Jillian said Freda had demonstrated an “unstinting commitment” to the organisation over the decades.

IGG members were delighted to be joined by Catherine Martin TD and her children for the evening.

*Irish Girl Guides welcomes new members from age 5+ and volunteer leaders from age 18+. To find out more, see [www.irishgirlguides.ie](http://www.irishgirlguides.ie) or telephone 01 6683898.*

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**Notes for editors:**

**Irish Girl Guides** has approximately 12,000 members. Guiding started in Ireland in 1911 and operates throughout the 26 counties with 1,800 volunteer leaders providing an informal educational programme of fun and challenging activities that foster confidence and leadership skills in girls and young women, enabling them to develop to their full potential and to become responsible citizens. Girls from age 5+ can choose to earn a wide range of badges, including Community Action, Cultural Diversity, Disability Awareness, Drug Awareness, Online Surfer, Science Investigator and Global Traveller.