

“Irish people's collective adeptness at weaving our rich artistic heritage into the events that we stage is one of the major reasons why our cultural footprint is so well travelled. Time and again we witness iconic live events that capture all that is great about Irish culture and identity and see it shared around the world.”

Mary Davis, Global CEO, Special Olympics International

“Playing in Ireland is always one of the highlights of my tours. I always look forward to coming to Ireland, the crowd is always amazing and there seems to be an incredible connection between audience and performer. Ireland has a special place in it's heart for live music.”

Robbie Williams

There is a saying in economics that, “if it is not measurable then it does not exist”. Economists need numbers and as a result, industries without data just get ignored. It is like they don't exist or are not important. This has been the main reason why live performances in music and the arts have been so overlooked when it comes to industries that count – or can be counted! Well, that is all about to change thanks to the vision and hard work of Justin Green in leading this project on the value that live performances bring to the Irish economy. Using a very comprehensive and robust dataset, this study highlights the turnover of these industries, the number of jobs created as well as spill-over effects on the rest of the economy. Live performance is clearly shown to be a valuable business sector. Whether it is seeing a play at the theatre or a gig at Vicar Street I will now be acutely aware that my social expenditure has big economic benefits. Let's hope there is much more follow-on research on this important area of the economy.

Professor Andrew Burke, Dean & Chair of Business Studies, Trinity College Dublin

“The Entertainment industry employs as many people in Ireland as Google, Apple, Yahoo and Twitter combined. While events are sometimes an inconvenience for a short period we cannot underestimate the benefits of same to our economy.”

Denis Desmond, MCD Productions

“Playing at home is always a joy; it's not like anywhere else, it's a different energy. We have some amazing audiences and incredible support in America and the UK, but home is home.”

**Hozier Musician,
Singer & Songwriter**

“The cultural impact of live entertainment is unique in that it not only allows for audiences to witness the craft of all those bringing art and culture to life but, more importantly, brings audiences together to discuss and mediate what has unfolded before them.”

Moya Doherty, Riverdance Producer & Chairperson of the RTE Board

A special message from

Michael Bublé...

to Let's **Celebrate**

Congratulations on your hard work. In British Columbia where I come from I've actually tried to do the same thing. I tried to express how important it is to our economy, for even local musicians and local promoters, giving people jobs, whether that's helping to set up an arena or a theatre, everything from making records to packaging them. It's not just good for people's bottom line, it's good for culture and it's good for your city, so congratulations and good luck with it Justin.

“Irish theatre consistently punches above its weight on the world stage. Here at home, audiences have the opportunity to see world-class theatre at a fraction of the cost they would pay in the West End or on Broadway.”

Anne Clarke, Producer Landmark Productions

“Live entertainment events make a substantial economic contribution to Ireland, not least the many thousands of visitors who fly to and stay here in Ireland to attend live events. Ryanair is very proud to be a supporter of the live entertainment industry here in Ireland.”

Michael O'Leary, Ryanair CEO

“Live events make a strong contribution to the economy with a significant boost to local business through ticket sales, increased visitor numbers and increased local spend on food, drink and transport.”

Ian Talbot, CEO, Chambers Ireland

‘Longitude's international appeal and line up attracts thousands of visitors to County Dublin each year’

**Zach Desmond,
Longitude Promoter**



"Is Ireland a great place to do music nowadays?"

When U2 were starting out there was very little knowledge of how the international business worked and we decided not to go to London and to try the DIY approach,

"Making our own clothes..." Bono used to call it. Around about the same time recording studios and rehearsal facilities and technicians started to pop up in Ireland. There were professional concert promoters. When U2 became world champions in the late 80s the country was really proud of us and everyone was suddenly interested in bands. It was like when Barry McGuigan was winning, everyone became a boxing expert. I think Ireland's relationship with U2 is one of mutual pride and respect.

The successful Music Generation project putting vocal and instrumental teachers in schools and communities nationwide that the band have funded is a credit to them and the other partners - The Ireland Funds, the Department of Education and Skills, Local Music Education Partnerships, Music Network and the Arts Council. The project had been tested in a couple of counties, but the nationwide rollout had stalled due to cutbacks. U2 stepped in with €5m in 2009, the proceeds of their three Croke Park concerts. They have put more money in since.

It's a regular disappointment when politicians, as they do routinely, pay lip service to the importance of the arts in our culture and then continue the steady reduction of funding to music, film, theatre and the visual arts. Everyone in the arts dreads those encounters with politicians. The casual downgrading of the Arts portfolio and the subsequent attempts to say it hadn't really been downgraded were sadly typical".

Paul McGuinness

“ *A vibrant and diverse Festivals and events offering is vital to sustainable growth of tourism to Ireland. Quality events help enhance the experience of visitors to Ireland. Visitors are especially keen to experience quality music events.*”

Mark Rowlette, Fáilte Ireland

“ *For such a small island Ireland has produced incredible talent. I was delighted to put groups like Westlife on the world stage, and I know they brought thousands of visitors to Ireland from as far away as Asia!*”

Louis Walsh, The X Factor

“ *Culture is not just an addition to our lives; it is our lives. It binds us together helping us make sense of who we are and what it is to be alive together in this time and place*”

Garry Hynes, Artistic Director Druid Theatre



Walking through the theatre foyer, hearing such an array of Irish, English and American accents along with multiple foreign languages, reiterates the impact that productions like 'Riverdance' and 'Once The Musical' have in drawing international

tourists from around the world. These guests, along with our Irish patrons, experience Ireland's rich culture and history brought to life through word, dance, song and artistic performance crossing all language barriers in giving audiences an experience like no other. We have had the great pleasure of welcoming many Irish and international performers, audiences and guests through our doors but a very special moment for the Gaiety Theatre was welcoming US First Lady Michelle Obama and her family to the adopted home of Riverdance.

The Gaiety Theatre, together with the Keane family, began hosting the annual John B. Keane season to celebrate this critically acclaimed Irish writer whose stories have stood the test of time with both Irish and International audiences. Over the last few years, we have had the honour of hosting such a high calibre of productions with great directors and producers in staging The Field, Moll, Big Maggie and The Matchmaker and we look forward to the world premiere of The Successful TD and The Year Of The Hiker.

It is a testament to the theatres that over the years such great artists and playwrights like Billy Connolly, Vanessa Redgrave, Brendan Gleeson, Joan Rivers, John Hurt, Cillian Murphy, Niall Toibin, Brendan Behan, Samuel Beckett and Martin McDonagh have presented work on The Gaiety and Olympia Theatre stages and entertained versatile audiences throughout the year with spoken word, ballet, opera, comedy and of course the annual Dublin Theatre Festival.

It is our culture and it comes to life on stages in cities, towns and villages across Ireland. Not only is it our culture, but our history and who we are...and it is because of this we should all Celebrate!

Caroline Downey, Director Gaiety Theatre, Olympia Theatre and MCD Productions

“ *Amazing artists have come out of Ireland through the decades and I know there is young talent to be discovered there. It's the reason we brought The X Factor back to Dublin this year.*”

Simon Cowell, The X Factor

“ *We are delighted to see the interest from so many countries in the world's only LGBT Music & Matchmaking festival here in Lisdoonvarna. We are delighted to be able to extend a big Irish welcome and to be able to entertain groups from all over Ireland and overseas visitors and media during their time in Ireland.*”

Eddie McGuinness, Director of The Outing Festival



What is the first thing you associate with Ireland?

Ask people from anywhere in the world that question nowadays, and, likely as not, they will talk immediately about Irish culture.

They'll wax lyrical about our great actors, our writers, our theatres, our movies – but most of all about our musicians and bands.

In an interview with Hot Press, Bruce Springsteen's guitar maestro Miami Steve Van Zandt put it simply. "Ireland is the best place in the world for music," he said. And who are we to argue?

Tourists know that there are great gigs, festivals and live events, all year round here, where they can immerse themselves in the Irish way of doing things. And it is not for nothing that the biggest artists and performers from across the globe so often praise Irish audiences as the best in the world. There is something special about the way people love live music in this part of the world and give themselves to it, individually and collectively – whether at the many smaller venues around the country; in a purpose-built theatre like 3 Arena; or at the big outdoor shows and festivals that give the Irish summer its unique rhythm and magic.

Music is in the blood. It is part of our cultural DNA. But it is also of huge economic importance, in a way that has too seldom been recognised at official level. After all, music, theatre, comedy and festivals are among the key attractions for visitors to this country.

I trust therefore that this important study will clarify, in a way that brooks no further argument, that the music and entertainment industry truly is a vital part of what makes this country unique and attractive as a place to live and to visit – and that it, and the Irish artists who are so important to its health and well-being, should be encouraged and supported and celebrated at every opportunity, for the joy and the inspiration that they deliver so widely and so well, to so many.

Niall Stokes, Founder and Editor, Hot Press

"Ireland has always had a strong sense of itself especially its creative and musical ability. Some of the best performers and talents in the world have hailed from this tiny island and I feel so proud to see the reach it has all over the world. No one does a live performance like the Irish!"

**Laura Whitmore,
International Television Broadcaster**

"When the recession hit Ireland I changed all the big screens in Lord of the Dance to show off the Irish landscape and promote the country. As an artist I felt it was important to do that."

Michael Flatley

At 3Arena and the Bord Gais Energy Theatre in Dublin we entertain over 1.4 million live entertainment fans every year. There is magic in an Irish auditorium that exists nowhere else in the world. An artist's most common request is, can we commence our Global/European tour in Ireland where the most enthusiastic and uninhibited audience in the world hang out?

Be it rock, pop, country, ballet, opera, drama, orchestra or a musical show - this attracts a huge number of overseas audiences to share and experience this one of a kind indigenous magic.

Artistes arrive from all corners of the globe, but to them, it's always like coming home as they step onto the stage with a wow in their hearts as they feel the welcome, warmth and unique power of an Irish audience.

Mike Adamson, CEO Live Nation Ireland

Open air festivals and live music events contribute very significantly to the Irish economy. This research demonstrates that festivals reach into local communities also, providing employment and economic activity that bring benefits to areas other than just the large urban centres.

Victor Finn, Chief Executive, I.M.R.O.

"Every year we are always excited to bring Disney On Ice to our fans in Ireland. Since 1988 we've been showcasing the magic of Disney characters and stories to Irish families and we are proud to continue that tradition later this year. The warmth and affection all of our cast and crew are shown is a testament to the hospitality and caring that can only be found in Ireland."

**Kenneth Feld, Chairman & CEO,
Feld Entertainment**

"Since 2001, the €6.5m revenue generated directly from the Marlay concerts has enabled our Council develop its network of 30 children's playgrounds and various other park works as well as creating a sustainable funding model for our freely accessible park events programme enjoyed by local communities and international tourists alike. This would not have been possible without such a valuable and much needed revenue source."

**Richard Shakespeare, Director of
Municipal Services, Dún Laoghaire-
Rathdown County Council**

"Since ancient times, Slane has been steeped in history and myth. The live shows at the Castle since 1981 are now part of modern mythology."

Lord Henry Mountcharles, Slane Castle

“ On Lyric FM we can see (and hear) daily how popular Opera is and continues to grow.

Both culturally and economically, touring companies bring people to theatres all around Ireland while Wexford Festival Opera has been drawing fans since 1951. These days this world renowned festival brings visitors from all over the world to Ireland for two weeks.”

Marty Whelan, National Broadcaster RTE Lyric FM

“ When live entertainment events are staged in Kilkenny, such as the Sky Cats Laugh Comedy Festival or an outdoor concert at Nowlan Park, there is an immediate and positive impact to businesses in the area, as well as a great feel-good factor around the town. Frequently, we find tourists who visit for such events return back to Kilkenny with their families, based on their enjoyment during the previous trip.”

John Flynn, The Flynn Hotel Group

“ The Irish entertainment industry and the reception which artists receive when they perform here, is renowned throughout the world. So many artists speak of how special it is to play for audiences in Ireland. That is something to be very proud of and we must ensure that the support and encouragement is there at all levels to help the industry to continue to grow.”

Peter Aiken, Aiken Promotions

“ Live entertainment events not only contribute a major welcomed boost to Cork's economy, but also provide the ideal platform to showcase our fantastic City's history and arts to the many thousands of Irish visitors and international tourists who otherwise may not visit our region.”

Lord Mayor of Cork Cllr. Des Cahill

“ Can you imagine what life would be like without music and entertainment? Like a barren wasteland of miserable long days of never-ending dullness. Promoters deserve every plaudit for brightening up our lives - long may they reign.”

Larry Gogan, National Broadcaster, RTE

“ Words, and words with music in particular, are Ireland's greatest cultural offering. Electric Picnic has both in abundance, and we are proud we are such a big contributor to Ireland's live entertainment.”

Melvin Benn, Managing Director Festival Republic

“ The Irish love to entertain and be entertained to such an extent that it is a huge part of our cultural identity at home and worldwide. We have developed a huge world-class entertainment industry here at home and across the globe which is an important source of livelihood for a very significant amount of our people. We are renowned performers (musicians, actors, comedians, dancers etc) and service providers (directors, producers, promoters, managers, sound & lighting technicians etc) and international acts love coming to the country and performing here as they consider Irish audiences amongst the best on the planet.”

Bren Berry, Aiken Promotions

“ There is nothing like the buzz of seeing an Irish act like Walking On Cars playing to an international audience at Ireland's Music & Arts festival Electric Picnic, it's just simply incredible.”

Mark Crossingham, Managing Director, Universal Music Ireland

“ John B. Keane's work still packs a punch in contemporary Ireland and beyond.

Audiences still resonate with his stimulating ideas on love and marriage, greed, the lust for land, human frailties and the crippling effects of loneliness. As his daughter, I am proud to say that new generations identify with these timeless themes in theatres all over the world.”

Joanna Keane, daughter of John B. Keane

“ Since the referendum, Ireland has shown the world that its doors are open to the LGBT market, as more and more people from the gay, lesbian, bi and trans community come to Ireland not only to visit The Outing LGBT Music & Matchmaking Festival in Lisdoonvarna but to find love and even marry here. It is now up to us, and the wider tourism sector, to provide our famous Céad Míle Fáilte so that we can make the most of this opportunity.”

Rory O'Neill aka Panti Bliss

“ Culture is a key component in the makeup of the Irish identity; it helps us understand who we are and helps others understand us.”

John Crumlish, Chief Executive of the Galway International Arts Festival

“ Live entertainment is an essential part of Ireland's tourism and hospitality offering as a vibrant and attractive destination for visitors - both from at home and overseas.”

Joe Dolan, President of the Irish Hotels Federation

“ One of the key moments in any given week on The Late Late Show is the live music aspect. Three acts per week on live television, sometimes global superstars, often young acts appearing on tv for the first time, it illustrates how important music and live performance is to this country and to the international acts who perform here. Small island, big talent!”

Ryan Tubridy, National Radio & Television Broadcaster

“ I feel honoured to have a great platform to fly the Irish flag and the Donegal colours wherever I perform around the world. I encourage people to come and experience what we love about Ireland. People have travelled to Ireland from America, Canada, Australia, New Zealand, and places like Holland and Norway in Europe, to see me in concert.”

Daniel O'Donnell, Singer

“ The Arts in Ireland are a wonderful enrichment of our national life and a priceless component of the appeal of Ireland to people from overseas who come here to live, work or holiday.”

Pat Moylan, Independent Theatre Producer & former Chair of The Arts Council

“ In the last 18 months alone we have performed Mrs. Browns Boys live to over one and a half million people across Canada, Australia, New Zealand and the U.K. Sure, they laugh and sure they enjoy themselves in the moment. But, the overwhelming feeling from the audience is "Ireland - I want to go there!" And they do, in their thousands, only to discover that we were just a tiny sample of the richness and breath of talent on this small green island of ours.”

Brendan O'Carroll, Mrs. Browns Boys

“ The SSE Arena has been a huge success story enabling Belfast to attract some of the world's most famous and most popular artists, events and productions ranging from music, dance, theatre and family attractions thereby contributing significantly to the Northern Ireland economy. Working closely with Belfast City Council and Tourism NI, Belfast has hosted international artists and events such as MTV EMA's, X Factor, Disney on Ice, Mrs Brown's Boys, U2, John Bishop and Adele to name a few. The Arena contributes to improving the image of Belfast and provides a platform for portraying positive messages to the World”.

Neil Walker, General Manager, SSE Arena Belfast

“ There is a harp on the front of every Irish passport. Music is our shield our weapon and our identity. I feel that live music is art brought to life and no one does it better than Ireland. Simply put, Ireland is music.”

Danny O'Donoghue Musician, Singer & Songwriter The Script

“ Like sport, music has always been a statement of our cultural identity. As home of our national games, Croke Park is proud to have hosted some of the world's greatest singers and musicians. Every concert makes a significant economic contribution to our city's finances but moreover places Dublin as a must place to visit for the global music fan. I am delighted to contribute to what is an important report.”

Peter McKenna, Stadium & Commercial Director Croke Park

“ When it comes to live entertainment Ireland punches way above its weight compared to other countries.”

Keith English, Managing Director, Ticketmaster Ireland

“ At Iarnród Éireann/Irish Rail, live entertainment events in Ireland (whether concerts, festivals, exhibitions and the like) are a major part of our service offering, bringing our customers to the spectacle and drawing national and international communities together.”

Barry Kenny, Corporate Communications Manager, Iarnród Éireann.

“ Ireland is unique, the envy of other European countries, in that more people attend events per head of population than anywhere else in Europe, creating a whole event tourism industry.”

Paul Latham, COO Live Nation UK & Ireland

“ I've always felt the big music festivals are like Cultural touchstones, true indicators of where we are as a society in our attitudes, tastes and beliefs.”

Tom Dunne, National Broadcaster and Musician

“ Live events, performances, exhibitions, concerts or installations in the Arts are the flowers on the plant whose roots are in every part of Dublin. Our diverse culture grows up and is sustained in families and schools and in our local neighbourhoods, at music and art classes and in the patient developmental work to build infrastructure and funding in local authorities and in important agencies like the Arts Council. To celebrate great performances is a wonderful and a fitting tribute to all who have the joy of performing, learning and experiencing culture in our Capital City.”

Ray Yeates, City Arts Officer, Dublin City Council

“ The pub is THE centre of entertainment for tourists. Live entertainment and event tourism are significant contributors to the wellbeing of the pub trade and there is a perfect fit between these, the pub and the offering for tourists.”

Padraig Cribben, Chief Executive, Vintners' Federation of Ireland.

“ Artists from all over the world say it again and again. Irish audiences are the very best. It may seem like a cliché but it makes a lot of sense. Ireland is steeped in a tradition of entertainment and every part of the country is catered for at different levels. The industry delivers and the people of Ireland, along with a growing number of other nationalities, are always ready for the next great performance.”

Ian Dempsey, National Broadcaster

“ Live entertainment, sports and event tourism provide the ideal platform to showcase Ireland and our rich cultural heritage.”

Martin Murphy Stadium Director Aviva Stadium

“ Sea Sessions has been running since 2008 and during that time has provided a huge economic boost to the local economy in the North West. The festival attracts thousands of both domestic and international tourists over the years.”

Ray O'Donoghue, Festival Director

“ Live events, especially music, theatre and sport, have a hugely positive economic impact in Dublin and greatly contribute to the vibrancy of the pubs and bars across our Capital City.”

Donall O'Keeffe, Chief Executive, Licensed Vintners Association.



Fiona Looney

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We love the arts but we expect it all for free

A FEW years back, I was in an art gallery when a woman I'd never met before approached me. We had mutual friends, she explained, and she'd heard great things about a play that I had running in the Olympia Theatre. 'Who,' she demanded, 'should I talk to about getting free tickets for that?'

She wasn't the first person to ask me for free tickets for one of my shows – and God knows, she wouldn't be the last – but with that perfect stranger, something inside me snapped. 'You could ring the PR person,' I suggested, smiling. 'Or better again, why don't I just give you a tenner from my own pocket and you can save yourself the bother of having to leave the house?'

I presume she never went (though given her brass neck, it's quite possible she simply overlooked my second suggestion). And lest you all reach for a keyboard and inspiration right now, I should clarify that my cut on the ticket price for my plays was more like €1 than €10 (a tenner just suited my mini-rant better) – but the point is that, not for the first time, I was struck by the odd disconnect in Irish minds between paying for live entertainment and the artists who provide it being remunerated for their work. Most people would never consider trying to get work done in their homes for free; yet when it comes to the arts, our initial instinct seems to be to attempt to avoid paying for it. The music industry, as we all know, was dragged to its knees by illegal downloading and the film industry is currently fire-fighting in the Irish courts to try to address a similar trend.

And when it comes to live performance – be it theatre or live music – many of us seem to believe we have a moral duty to at least attempt to get something for nothing. Consider the number of competitions that offer free tickets to concerts as prizes and then imagine how odd it would be if the prize was a technician coming to fix your washing machine; that's how skewed our relationship with the arts is. We're Irish, so we love music and performance. We just don't want to pay for it.

So that's why long-time music promoter Justin Green has done the State some service with his new report, the uncatchily titled Let's Celebrate: The Cultural and Economic Contribution of Live Entertainment Events in Ireland. In the far-reaching study, the first to attempt to – amongst other things – properly financially evaluate live per-

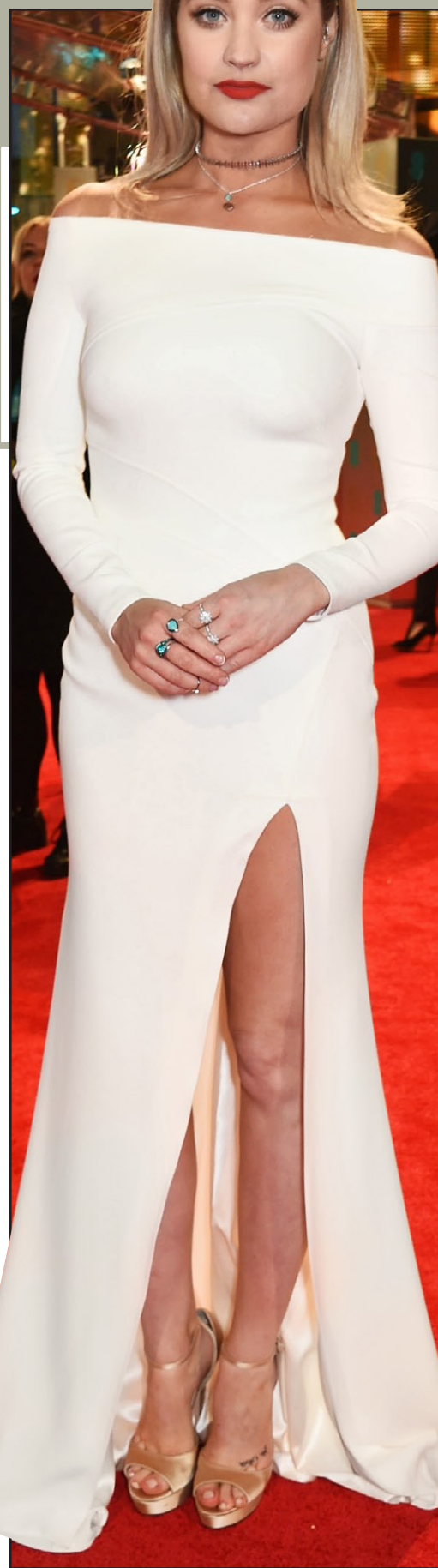
VIEWERS seem to be incensed by the sheer size of the utility room in Dessie and Kelly Dolan's dream home, as designed by Dermot Bannon on *Room To Improve*. Given that we've lived with a tumble drier in a cupboard in our den for nearly 20 years, I must admit to a spot of utility-room envy myself at the spatial room.

formance in this country, the bean-counters conclude that for every euro spent on tickets in Ireland, another €6.06 enters the economy. That certainly rings true to my ears – when I was researching my last play, about the cancelled Garth Brooks concerts, I came across a fairly startling statistic: the five cancelled concerts by Brooks and the 400,000 tickets sold were estimated to have cost the economy €50million. In other words, each ticket-holder would, in addition to the price of their ticket, have spent an additional €125 over the course of their night out. If you take into account Green's report's claim that the 4million people who attended live performances between March 2016 and February 2017 – the period surveyed – accounted for 3.7million bed nights, the money starts to mount up.

You can still stay in a hotel without paying for a concert ticket, you might counter, but here's the thing: unless enough people pay for their tickets, the acts won't show up in the first place. When I worked in the music industry, a hundred years ago, record sales accounted for most of an act's revenue and touring was considered mainly a promotional tool.

NOW that bands no longer make money from recorded music – streaming means most musicians now make less from recordings than authors do from books borrowed from libraries – playing live is their main revenue stream. It's a hugely expensive and risky business – and for every millionaire musician stalking the stadium stages, there are a million others trying to eke out a modest living in local bars. It's all the same industry. It doesn't matter how impressive the washing machine; the technician still needs to be paid.

I know that ticket prices are sometimes extortionate in Ireland. I get as angry as the next music fan when mysterious booking fees mount up on my Ticketmaster account, and as infuriated when I fail to secure tickets for popular shows and then see them show up, seconds later, for private sale for hundreds or even thousands of euro. The system of



Left-leaning: Laura Whitmore at the Baftas

Right legs in, left legs out for celebs

SUNDAY might have been a bumper evening for awards ceremonies, but it wasn't much of a night out for celebrity right legs. At the Grammys, Solange Knowles and Celine Dion both chose slashed dresses that showed off their shapely left pins, while in London, Sophie Turner aired her left

leg on the Baftas red carpet, and Laura Whitmore dazzled in a white dress from which her left leg was also keen to escape. Meanwhile, there wasn't a right leg to be seen. Could it be that Angelina Jolie's famous slit dress at the 2012 Oscars saw us reach peak right-leg exposure right there?

DES Bishop sounded something of a sour note after being voted off *Dancing With The Stars* last weekend, calling the public vote 'such an odd thing', and dismissing some of the remaining contestants as 'dead weight'. While Bishop was undeniably one of the better dancers, he probably should have watched the UK version before he signed his contract: long runs in the competition by twin left-footers like John Sergeant, Anne Widdecombe and Ed Balls would have told him that the public vote is sometimes very odd indeed.

SPEAKING of No-Longer-Dancing Dessie, I'm taking a salutary note of his suggestion that the parochial nature of the *Dancing With The Stars* vote means the contest

will be won by whoever has the 'most cousins'. Leaving aside my total inability to dance, given that I have just three cousins, I suppose I should sit the next series out.

Jamie's smile-high club

IT'S probably not what the marketing department had in mind, but was I the only viewer who reckoned that when Jamie Dornan revealed to Graham Norton that he simulated orgasm during filming of the idiotic *Fifty Shades Darker* by recreating the Ryanair fanfare, he just made the film about a million times more interesting?

AN internet forum devoted to commonly mispronounced words has suggest that 'library' is the abused word that gets most people's

blood boiling. However, that's a let-off for all those RTE reporters who, quite bafflingly, insist on calling Westminster 'Westminster'.

I SEE that scientists have confirmed what housewives have known for decades: adding a drop of white vinegar to a whites' wash can restore their gleam. Now, if only science can figure out how to get those whites bright without smelling like a fish and chip shop at the same time, we'd be reaching for the bottle.

JOHN Grimes of Planet Jedward has told Ray Darcy that he didn't mind when Geordie Shore star Chloe Ferry rubbed her naked bottom up against him in the

Celebrity Big Brother house. 'We're all humans,' he confirmed, 'I feel like it was a bit of craic.' There's really no need for me to add a punchline, is there?

THE eye-watering list of goodies in this year's Oscar nominees' gift bags has been revealed – with the chosen few being offered nine free holidays. Given that amount of potential for over-indulgence, it's probably just as well that further down the list, a DIY course in CPR is also included for the A-listers.

A clash of the ash?

AFTER Derry club Slaughtneil's impressive victory over St Vincent's, the GAA has said it won't oblige any players to compete in two finals on one day, should the tiny club's hurlers – featuring eight of the same players as the football team – also win their semi-final. To be fair, nobody would expect the Derrymen to step up to the mark twice in one afternoon – and anybody reminding them that former taoiseach and hurler Jack Lynch, inset, once played – and scored – in three games on one day is probably just from Cork.

