

## **Progress Update – Display Event**

Working in consultation with construction engineers, International Business students at Cork Institute of Technology, have developed ideas aimed at minimising traffic volumes at the Dunkettle Interchange and have developed marketing campaigns aimed at promoting these ideas. It is hoped that the marketing campaigns will assist in reducing traffic at the Interchange particular during the construction phase of the upcoming interchange upgrade project.

The students have worked in groups to develop their campaigns and the groups will showcase their proposals at an event to be held in CIT on Wednesday the 28<sup>th</sup> of November. This showcase will run from 5pm to 6.30pm at the Melbourne building at CIT and each group will present their proposals to the main Construction Contractor, John Sisk and Son Ltd.

Members of the public are welcome to attend this event between 5pm and 6.30pm and construction engineers will also be on hand to answer any queries that may arise in relation to the upcoming upgrade project.

Parking is available at the venue.