

## Ruth Graham

### *Aye Do*



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Ruth Graham jokes that she came up with the name of her company, Aye Do, before the business idea was even formed. But what could be a more perfect name for a company designing quirky and cool wedding invitations based in Donegal?

Ruth is a creative person and has always been writing, drawing or dreaming up creative ideas. She studied illustration at Falmouth University in England, graduating in 2012. After exhibiting her work in London, she returned to her family farm in St Johnston.

From there, she started designing and illustrating for a diverse range of local and national clients working across sectors such as the arts, education, enterprise and tourism.

Ruth entered Ireland's Best Young Entrepreneur (IBYE) and reached the boot camp phase of the competition. It was there that she developed the idea for Aye Do, which she started in the summer of 2015.

Based in Letterkenny, Co Donegal, Aye Do creates quirky, individual wedding invites for fun couples that are looking for something a bit different for their big day. Her designs are fun, bright, individual and stylish.

Being part of the ACORNS project has been inspiring for Ruth. She felt that being around people who dreamed big and were making their dreams happen made her believe she too could make her dreams come true.

Ruth's website [www.ayedo.ie](http://www.ayedo.ie) works as a showcase portfolio to give potential clients an idea of the designs available and the price range.

But online brand building, mostly through social media, has been key to Ruth's success as most of her clients are interested in ordering custom-made invitations.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*