

## Aoife Finnegan

*Curio PR*



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When Aoife Finnegan returned to her hometown of Dundalk in early 2020, she didn't expect to become a business owner. With more than a decade of high-level PR experience in London, Sydney and Dublin – including roles with Tourism Ireland and Diageo – she assumed she'd eventually head back to the capital and continue working in-house.

A turning point came when her friend Sarah, of Sarah McKenna Ceramics, asked for help promoting her business – a favour that quickly turned into something bigger.

Word spread fast. Artists, makers and small creative businesses across the region began getting in touch, people with great stories, but little time (or energy) to tell them. Aoife launched Curio PR in 2021 to fill that gap: an independent agency focused on arts, culture, hospitality and tourism, rooted in strong storytelling and strategic media outreach.

Today, Curio PR is the official PR representative for Visit Louth and Sea Louth, drawing on Aoife's deep tourism knowledge to spotlight the region's food, landscape and cultural offering.

Her client base continues to grow, expanding beyond Louth to include businesses from across the country. Aoife is focused on scaling the business sustainably, continuing to support creative entrepreneurs, festivals, and initiatives that deserve a wider platform.

She credits the ACORNS programme with helping her see the bigger picture of running a business, saying it was very valuable to hear from other women going through the same challenges, and it gave participants a great forum to share experiences, ask questions and support each other.

Looking ahead, Aoife plans to grow Curio PR as a trusted agency for Ireland's creative sector, working with people and projects she genuinely believes in, and helping their stories reach the audiences they deserve.

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



An Roinn Talmhaíochta,  
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