

Shannan Mulrooney

Maia Purposeful Play



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Shannan Mulrooney set up her business, Maia Purposeful Play at the community centre near her home in Ballisodare, Co Sligo, in January 2023.

Maia Purposeful Play facilitates and promotes simple play experiences for children, supporting families and childcare professionals by fostering holistic development through child-led, interactive and carefully planned play experiences.

Shannan says she saw a gap in the market for a place where families could bring their toddlers and connect with them while they engage in purposeful play. Once launched, the business quickly evolved into providing training workshops for educators, running workshops in primary schools and facilitating play experiences at family events.

Before launching the business, Shannan left her job as a substitute teacher so that she would be available to the new venture seven days a week and be able to say yes to every opportunity that came her way.

As well as operating in the community centre in Ballisodare, Maia Purposeful Play also holds pop-up play events at locations around Sligo, Clare and surrounding counties.

Shannan says she didn't initially appreciate how significant the ACORNS programme is and how much she would get from it. She says that in her interactions with the other participants and her Lead Entrepreneur Larissa Feeney, there were many 'lightbulb moments' that had a huge impact on her business and personal life.

Shannan plans to relocate to County Clare where her husband is from and further establish Maia Purposeful Play there. She then intends to step back from the day-to-day activities so she can focus on growing the business and her team.

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,
Bia agus Mara
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