

R.R. 155560

Circular 7/87

Department of Education.

To the Management Authorities and Principal Teachers of National Schools.

Promotion and marketing of commercial products through schools.

The Minister for Education wishes to advise school authorities that complaints have been received in regard to the involvement of schools in the marketing and promotion of commercial products. This matter was previously referred to in Circular 23/84.

The Minister again requests school authorities to consider carefully the implications of allowing any situation to develop which would result in parents being put under undue pressure to purchase a particular commercial product. The Minister is confident that school authorities will respond and will take whatever steps may be necessary to eliminate any such undesirable practice, where it may occur.

D. Ó BRAONÁIN
RÚNAÍ.

January, 1987.