



Apprentice hopeful Joanne survives the first week

Downings business woman, **Joanne Sweeney Burke**, has managed to avoid the famous words "you're fired" in her debut on the reality TV show '**The Apprentice**'.

33-year-old mum of two Joanne is vying for the chance to go into partnership with top business man and TV show judge Bill Cullen to be named "**The Apprentice**" winner for 2011.

Starting this week she managed to avoid the boardroom when her team, named by her as "Team Zest", triumphed in a special challenge for the sale of sandwiches and a vitamin drink.

Pitting the over 30s against the under 30s, Joanne, who runs multimedia company Media Box in Letterkenny, went safely through as she passed the first hurdle in the show.

Cavan woman, Aisling Smith was fired after her team managed to make just €19 profit in the challenge.

The prize in this year's competition is to receive a 50 per cent share in a business with the millionaire Mr Cullen.

In her career to date Joanne has gone on to become a well-know face in the north west business community and is a former Highland Radio news reporter.

The Apprentice continues next Monday night on TV3.



Joanne Sweeney Burke