



Joanne leads Apprentice team to task victory

BY EAMONN MCFADDEN

Apprentice contestant, Downings born business woman **Joanne Sweeney Burke** has not only survived another week in the show, she also led a team to her first victory.

Joanne, who runs Mediabox in Letterkenny, led "Team Zest" to victory in the challenge laid down by presenter Bill Cullen.

This is the second week she has avoided the famous words "You're fired". Tasked with designing a CD and marketing campaign for a national newspaper's promotion of unsigned Irish bands, their product "Backstage Pass" is set to be released with the Daily Mail next week.

Despite not including the paper's logo on the promotional CD they still managed to emerge victorious and avoid the boardroom where 25-year-old Yinka Rahmam was fired.

The victory is sure to boost the Downings mum of two's chance of winning the opportunity to go into business with Dublin millionaire Cullen, although bookies odds were not as yet available for the show.

The Apprentice drew an increased audience when it aired this week with 736,000 people tuning in to the show.

This was an increase of 37,000 compared to the first show of the new series.



Joanne Sweeney Burke.