



Back in business!



Ireland's top telly guide with EVA HOGAN

PICK OF THE DAY

THE APPRENTICE, TV3, 9pm

THE Apprentice is back — and this time Bill Cullen means business.

In a new twist, the winner will become Bill's business partner — with the tycoon owning a 50 per cent stake in the new venture.

In the first episode, the 16 brand new contestants will take to the streets of Dublin to make as much money as possible from making and selling lunch deals to the public.

As always, there's plenty of mishaps along the way.

One team struggles to keep track of their order, the other has difficulty understanding the brief, leading to tension and strife on both sides.

Self-made entrepreneur Jackie Lavin and PR guru Brian Purcell can only watch on in horror as they

try out their best sales techniques on unsuspecting Dubliners.

Bright sparks, blunders and backstabbing have become synonymous with the show over the years and this year's contestants promise to be the most entertaining yet.

Arrogant

According to one TV insider: "They're very different types of competitors this year to the last few years — they're more arrogant, more egotistical, challenging, and they think they're smart and that they can tick certain boxes."

Determined to succeed, the hopefuls come from all corners of the country — one even travelled all the way from Melbourne, Australia, to take part.

Donegal mother-of-two and MediaBox owner Joanne Sweeney-Burke is the hot favourite to win.

One source revealed: "I think Bill is going to take a real shine to her."



NO EASY TASKS: Jackle, Bill and Brian and (inset above) favourite to win the show, **Joanne Sweeney-Burke**