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Headline: JSB is really cool on 'The Apprentice'

JSB is really cool on 'The Apprentice'

There was good news for the Joanne-Sweeney Burke fan base on Monday night when she won the CD and promotion task on TV3's *The Apprentice*.

Stepping up as project manager, our Joanne was right at home on the hit TV3 show. And the Donegal business woman led her team to victory with a coolly-designed CD which will be given away with a newspaper this Saturday. The judges from the paper liked the design and name of the music CD - although Joanne did make a major mistake by not putting the newspaper's logo on the front cover.

But in real life these things do happen... even at the Tribune. Her Zest team didn't have much opposition. The younger team created a CD with the dreadful name - Toe Tapping Talent.

"It was terrible," said *Apprentice* star Bill Cullen with all the sincerity he could muster.

Joanne's CD - entitled Back Stage Pass - won over the newspaper executives, though they felt a picture of all the bands on the back of the cover looked like a dole queue! The Tribune hit team thought it was cool... dare we say, very appropriate.

During the filming for Monday night's show, the Letterkenny-based 33-year-old said she had left her husband, two children and her other 'baby' behind to enter the competition - the 'baby' being her business.

