

## Press release

Paris, December 2, 2008

# Ticket Restaurant® and the French Red Cross call on the generosity of the French to fight poverty and precariousness

For the 7<sup>th</sup> year running, Ticket Restaurant® supports the French Red Cross through its “Vouchers given, meals shared” operation. This year, generosity is of even greater importance as the French Red Cross has noted an increase in the number of people in precarious situations.

Despite the increased subsidies granted by the French Food Aid Plan (PNA) in 2008 and by the European Food Aid Programme for 2009, the French Red Cross reports a 10 to 15% increase in the number of people requiring its food aid and sees new faces of precariousness appear in its distribution centres.

In 2008, the increase in food prices resulted in **3 million fewer meals** being distributed whereas the association showed an increase of **3 million more meals to be provided** in its food pantries (+ 7% vs 2007). To cope with this **deficit of 6 million meals**, the French Red Cross is more than ever in an alert status and is relying on the involvement of various players.

Ticket Restaurant® gets once more involved with its “Vouchers given, meals shared” operation aimed at supporting the food aid action of the French Red Cross.

Ever loyal to the French Red Cross, **Adriana Karembeu**, remains the operation’s ambassador, featured with Robert on all Restaurant® booklets.

From **1<sup>st</sup> December 2008 to 31<sup>st</sup> March 2009**, 1.2 million users of these vouchers will receive a message to encourage them to help the most deprived populations. Each donor is asked to write “Red Cross” on one or several Ticket Restaurant®, and sends them, without needing to pay for postage, to the address indicated in the booklet. **The equivalent of the face value of the vouchers will be paid in full to the French Red Cross.**



### The “Vouchers given, meals shared” consists of:

- 47,000 companies and 1.2 million users informed about the operation (posters, e-mailing operation, etc.)
- **€762,600** collected since 2003.
- **€160,345** of donations collected in **2007- 2008** which allowed the French Red Cross to offer **customised support vouchers to 25,000 people in need.**

### The French Red Cross food policy represents:

- A quarter of all food aid in France
- 90 food pantries

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→ 30 million meals distributed each year

The "Vouchers given, meals shared" operation is also backed up by the French Red Cross, Ticket Restaurant® and Accor Services France websites.

[www.ticketrestaurant.fr](http://www.ticketrestaurant.fr) – [www.accorservices.fr](http://www.accorservices.fr) - [www.croix-rouge.fr](http://www.croix-rouge.fr)

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**Accor Services**, one of the two strategic trades of the Accor group, aims to design and implement innovative solutions to improve productivity of companies and institutions through the well-being of employees and citizens.

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**The French Red Cross**, founded in 1864 by Henry Dunant, relays a humane ideal: preventing and relieving suffering. With 50,000 volunteers and 16,000 employees, it combines quality commitment and a pioneering spirit to allow all people, injured by life, in France and abroad, to regain their independence. Emergency help, long-term action: such is its credo, adapted to five sectors: emergency & first aid, social action, health and autonomy support, training and international action.

### PRESS CONTACTS

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