

Press Release

Paris - February 9, 2010

Ticket Restaurant® and the French Red Cross Join Forces to Help the Needy

For the past seven years, Ticket Restaurant® has worked with the French Red Cross on a three-month campaign targeting 1.2 million employees in France, who are asked to donate one or more meal vouchers to the association.

For 2010, the French Red Cross and Ticket Restaurant® have given new momentum to their project with the launch of **Restaurants la solidarité** (“Nurturing solidarity”).

The new campaign, which puts an even greater emphasis on social responsibility and the public interest, is supported by a short, snappy catch phrase – **Ticket offert, repas solidaires** (“Give a voucher, share a meal”) – and a clear-cut slogan: **1 ticket donné = 4 repas distribués** (“1 voucher donated = 4 meals distributed”).

Although the campaign was launched by Ticket Restaurant, holders of other-brand meal vouchers may also make donations*. The vouchers collected will be used to improve the French Red Cross’ food relief services, especially for social grocery outlets and the distribution of personal assistance vouchers.

Ticket Restaurant® and other meal vouchers for 2009 and 2010 (with the words “Red Cross” handwritten on the voucher) can be sent postage-free to the following address:
Opération Croix-Rouge - Libre réponse n°13935 - 922 49 Malakoff Cedex, France.

To support the campaign, the partners have created a joint Web site at **www.tickets-solidaires.com**.

The drive is also reaching out to 48,500 businesses and 1.2 million Ticket Restaurant® users through posters displayed in the workplace, e-mail campaigns and a mention on voucher booklets.

The Ticket Restaurant – French Red Cross campaign:

- Reaches 48,500 companies and 1.2 million users each year.
- Raised €924,000 between 2003 and 2009.

The French Red Cross food relief service:

- Provides one-quarter of France’s food aid.
- Comprises 750 food distribution centers, including 100 social grocery outlets.
- Distributes 50 million meals a year.

**At the initiative of the French Red Cross, recognized charitable organizations that provide food aid are now allowed to accept all meal vouchers.*



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The French Red Cross is leading the fight against all forms of poverty and exclusion in France and abroad. With the support of 50,000 volunteers and 16,000 employees, the association leverages a full range of resources every day to carry out its mission in five areas of action: first aid, social outreach, training, health independence and international initiatives. Backed by a network of 900 local delegations, 100 departmental delegations and 678 centers and other facilities, the French Red Cross is active throughout France, including the country's overseas departments and territories. This exceptional geographic coverage enables the association to effectively pursue its fundamental local mission of assisting people in need. At the initiative of the French Red Cross, recognized charitable organizations that provide food aid are now allowed to accept all meal vouchers.

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