



## Press Release

### **Ticket Restaurant® and Accentiv'® support the French Red Cross to help the poor during winter**

**Two campaigns will be run from December 1, 2005 to March 31, 2006:  
"Vouchers given, meals shared" for the Ticket Restaurant®  
"Gift vouchers donated" for the Compliments® Universel gift voucher**

**Paris, November 21, 2005.** In partnership with the French Red Cross, **Ticket Restaurant** launches the charity campaign "**Vouchers given, meals shared**" for the fourth year. **Ticket Restaurant** users will be asked to support the French Red Cross by donating one or more vouchers. This year, users of **Compliments Universel multi-brand gift vouchers** will also be asked to participate in an operation entitled "**gift vouchers donated**".

Thus, as of December 1, 2005:

- An insert in books of vouchers describing the campaign will ask the 1.1 million Ticket Restaurant® users to donate one or more vouchers by sending them to a freepost address. The objective is to exceed the **€192,133** collected last year.
- On the same theme, in early December, the thousands of Compliments Universel gift voucher users will also receive new gift voucher books in which they will be asked to donate one or more vouchers to the French Red Cross.

After March 31, 2006, when the campaign will end, Ticket Restaurant and Accentiv' will donate the total value of the vouchers collected (the amounts indicated on the vouchers) to the French Red Cross. The Red Cross will then finance the winter food supply and assistance programs run by the SAMU social emergency services and social housing centres. Last year, the funds collected were used to finance 47 projects and purchase equipment for social groceries (cold rooms, refrigerators, hand-dryers, refrigerated display cabinets) to improve living conditions and hygiene.



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With 168,000 employees in 140 countries, **Accor** is the European leader and one of the world's largest groups in travel, tourism and corporate services, with two major international activities:

- **hotels**: more than 4000 hotels (466,000 rooms) in 92 countries, casinos, travel agencies and restaurants;
- **services** to corporate clients and public institutions: 19 million people in 34 countries use a broad range of services (food vouchers, people care and services, incentive, loyalty programs) engineered and managed by Accor.

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**Accentiv'**, Accor Services' Relationship Marketing Consultant, offers companies:

- design and management of loyalty programmes and motivation campaigns,
- a comprehensive reward solution (gift vouchers, gift cards, gifts and incentive trips).

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Founded in 1864 by Henry Dunant, the **French Red Cross** practises a humanistic ideal: to prevent and soothe suffering. With its 50,000 volunteers and 16,000 employees, it combines excellence of commitment with a pioneering spirit to help anybody who has suffered an injury, in France or abroad, regain their autonomy. Saving people in emergency situations and taking action over the long term sum up its values, which it applies through four different activities: first aid, social work, health, and training.

**[www.ticketrestaurant.fr](http://www.ticketrestaurant.fr) - [www.accentiv.com](http://www.accentiv.com) - [www.croix-rouge.fr](http://www.croix-rouge.fr)**

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