

Parisian children experience the world of *Ratatouille* thanks to Disneyland Paris and Anne Hidalgo

Marne-la-Vallée, 17 July 2014 – Philippe Gas, Chief Executive Officer of Euro Disney S.A.S. and Anne Hidalgo, Mayor of Paris, welcome 1,000 Parisian children, who are not going away on holiday, for a day of celebration at Disneyland Paris. Not only is it an opportunity to explore together the latest attraction, *Ratatouille: L'Aventure Totalement Toquée de Rémy*, but it is also a reminder of the strong link between Europe's leading tourist destination and the City of Light.

- **A magical moment for 1,000 Parisian children at Disneyland Paris**

Disneyland Paris and the city of Paris offer a break to 1,000 children, who are members of leisure centres in the capital and who are not going away on holiday this summer. This initiative shows the Mayor of Paris' and Disneyland Paris' commitment to the community.

- Around 30 Disney VoluntEARS, volunteer Cast Members, will take the children around the park.
- At Disneyland Paris, around 800 volunteer Cast Members, Disney VoluntEARS, are involved in outreach initiatives on a daily basis. The Corporate Citizenship department at Disneyland Paris was set up for children 22 years ago and involves VoluntEARS on solidarity days.
- Since opening its gates in 1992, Disneyland Paris has welcomed more than 12,000 children and parents with specific difficulties, who benefit from the fun-loving attitude and support of VoluntEARS who dedicate approximately 8,000 hours every year to volunteer work.
- Some operations are carried out together with the Mayor of Paris, such as Paris Plage, in which Disneyland Paris was involved in 2011 and 2012.

- **Paris and Disneyland Paris mutually strengthen their tourist appeal. The capital's and the destination's tourist appeal go hand in hand since one out of every three foreigners who visit Disneyland also visit Paris**

- A study on the social and economic contribution, published on the 20th Anniversary of Disneyland Paris, states that this is also the case for nearly 20% of national guests who live outside the Paris area.
- Disneyland Paris, Europe's leading tourist destination, located just a few miles from the City of Light, is proud to launch a new symbol of its proximity to the city and in this way to establish a common destination.

- ***Ratatouille: L'Aventure Totalement Toquée de Rémy*: a symbolic tribute to the capital**

- The Imagineers (Disney's creative engineers) were inspired by the fountains at Place des Vosges, which have several circular basins and lions' heads from which the water flows, Place Dauphine and Boulevard Haussmann to create a world which recreates a Parisian neighbourhood.
- The project involved more than 4,000 craftsmen, 80% of whom were French. Of all the companies that helped to create this new world, 44 were French, and 34 of these were from the local Ile-de-France area.
- Children can explore this world during their visit and even sample French cuisine which is showcased by this project. Located right beside the attraction is Bistrot Chez Rémy, which resembles a Parisian restaurant. What is more is that 80% of the produce served on the menu is French and is provided by producers from all over France, the Ile-de-France area and Seine-et-Marne, but also Paris' wholesale market at Rungis. From the autumn, the boutique Chez Marianne (Souvenirs de Paris) will complete this model Paris. It will be a tribute to the famous boutiques offering souvenirs of Paris.



About Disneyland Paris

Disneyland Paris is Europe's leading tourist destination, with more than 275 million visits since its opening in 1992, and around 15,000 Cast Members working onsite. There are over 500 different job classifications, and the employees collectively represent more than 100 nationalities and speak 20 languages. Disneyland Paris is the number one private employer of its home region (Seine-et-Marne) and the number one single-site employer in the whole of France. In addition to its direct jobs, Disneyland Paris has a significant economic impact with its activity generating 56,000 direct and indirect jobs in France.

About Paris

Paris is the leading tourist destination in the world. In 2013, 29.3 million tourists stayed within Paris itself – 12.1 million were foreign visitors and 17.2 million were French. This figure continues to rise. While Paris owes its tourist appeal primarily to its heritage, its major urban projects, its public facilities and the development of its economic fabric (the hotel and catering industries, etc.), the city also aims to develop special links with its local surroundings and to highlight the achievements, such as Disneyland Paris or the Public Establishment of the Palace, Museum and National Estate of Versailles.

For more information, please visit: <http://corporate.disneylandparis.com>



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