



5500 children from Secours populaire français welcomed at Disneyland Paris On 12 August, 250 "copain du Monde" children will get the ball rolling

Marne-la-Vallée, 12 August 2014 — Throughout the month of August, Disneyland® Paris will be welcoming 5500 children from French outreach and support association Secours populaire français for 14 days of fun and celebration in its theme parks, marking the 2nd of such momentous events in its history¹. The first to enjoy the festivities will be the 250 youngsters from the "copain du Monde" (friends of the world) children's village in Gravelines who will join the opening of the *Disney Magic on Parade!* procession.

A truly magical day

As it does every year, Secours populaire français will open the doors of the "copain du Monde" children's villages², and for two to three weeks, children who have benefited from or participated in the association's community events will be able to enjoy a holiday.

"Community action opens children's eyes to the world, whether they themselves live comfortably or in poverty. Each one benefits from giving," explains Julien Lauprêtre, president of Secours populaire français.

The highlight for the 250 children from Gravelines: a day of fun and celebration at Disneyland Paris. This event also forms part of the "Journées des Oubliés des Vacances", a programme run by Secours populaire français to ensure a fun day out for thousands of children not fortunate enough to have enjoyed a holiday, set to take place this year on 21 and 27 August.

At 5pm, the "copain du Monde" children will find themselves at the very heart of the festivities, taking part in the opening of the *Disney Magic on Parade!* procession to celebrate all the children of the world. Throughout the day they'll be able to enjoy all the shows and rides at the park, including "Ratatouille: L'Aventure Totalement Toquée de Rémy", recently launched at Walt Disney Studios® Park.

An event for the children of the world

The 250 children are originally from developing countries and those in which Secours populaire français carries out its activities, working with refugees and victims of war and natural disasters. These particular children are from 27 countries spanning 4 continents.

To help and guide the children, Disney VolunTEARS from their country of origin will be on hand throughout the day. The diversity of the Cast Members, with 100 different nationalities and 20 languages between them, will really come into its own and ensure the children benefit from their wealth of experience.

"These Disney VolunTEARS are really giving something back to the community, and we're very proud to be able to say that 300 of them will be helping out during the month of August," notes Annabel Altmann, head of Corporate Citizenship at Disneyland Paris.

Disneyland Paris celebrates 21 years of citizenship alongside Secours populaire français

Make each day a celebration for those most in need: That's the mission set by the Corporate Citizenship team at Disneyland Paris. To support Secours populaire français in its commitment to children, Disneyland Paris has

¹ The 1st took place on 9 December 1993, again with Secours populaire français, and brought together 6500 children to celebrate 65 years of Mickey.

² "copain du Monde" is the children's movement set up in 1992 by Secours populaire français in order to continue its commitment to children. Within the group, children who so wish can become actively involved in organising community activities.



chosen to join forces with the association in organising its various community events and has opened up the park to its children over the past 21 years. Because, as Julien Lauprêtre reminds us: "Leisure activities are a right³ and essential to the development of a child".

This partnership has been marked by many wonderful events:

- 1993: 6500 children celebrate 65 years of Mickey at Disneyland Park
- 1997: 2000 children take part in the 5th anniversary celebrations at the tourist destination
- 2000: 2000 children celebrate the new millennium at Disneyland Paris
- 2004: The Disney VoluntEARS put on fun workshops during the Journées des Oubliés des Vacances⁴ at Berck-sur-Mer
- 2007: 300 children enjoy a sneak preview of the new rides at Walt Disney Studios Park
- 2013: 800 children take part in a day of solidarity, sponsored by Franck Dubosc

"Sharing through volunteering" is a very important value at our company. Initiated by Walt Disney himself, this tradition is still going strong today, with around 1000 community events organised every year," adds Annabel Altmann.

About Secours populaire français

Secours populaire français is a non-profit association declared a Great National Cause in 1991 and approved to provide public education. It has advisory status with the United Nations Economic and Social Council and is a member of the Charter Committee. Secours populaire is authorised to receive gifts, legacies and donations.

For more information, please visit: www.secourspopulaire.fr

Find out more about the children's movement of Secours populaire français at: <http://www.copaindumonde.org/>



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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.

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



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Press contact

Secours populaire français

Karine Vauloup

Email: karine.vauloup@secourspopulaire.fr

Landline: 01 44 78 21 57

Mobile: 06 77 04 57 33

Disneyland Paris

Charlotte Robillard

Email: charlotte.robillard@disney.com

Tel.: 01 64 74 59 50

Mobile: 06 71 53 98 75

³ In accordance with the International Convention on the Rights of the Child, international treaty adopted by the General Assembly of the United Nations on 20 November 1989.