



ROAD SAFETY IS A HOT TOPIC AT DISNEYLAND PARIS WITH THE “SAFETY CODE” CAMPAIGN

Protect your life, preserve the magic!

Marne la Vallée, Thursday 15 October 2016 – The *Préfet* of Seine et Marne and Disneyland® Paris are associated to dedicate the day of 15 October to creating awareness among the 15 000 Cast Members¹ of the largest single-site employer in France. While a major event is being organised in the backstage area of Disneyland Paris, the major actors of road safety are mobilised to share with the Cast Members the good practices and attitudes we should all have on the road.

The whole day will be organised around the encounters with the road safety professionals through dynamic operations such as the one of the stuntmen on the *Moteurs... Actions! Stunt Show Spectacular*, the parades by the national Police and the Gendarmerie, as well as a wide number of pedagogical workshops on “braking areas” or “blind spot in a bus”.

Road safety is a national priority which is constantly reasserted and is a concern Disneyland Paris and the department of Seine-et-Marne share. Indeed, with over 15 000 employees who come each day to the site and various millions of guests each year, Europe’s number one tourist destination places safety at the core of all its activities.

“We are proud to be working together with the *Préfet* of Seine-et-Marne to host this big event dedicated to road safety. This is a challenge we must meet collectively. As a matter of fact safety is our first key and one of our priorities. In our continued commitment to safety, at Disneyland Paris we open our site’s infrastructures to road safety professionals and push our Cast Members to be aware of the necessary caution they must use and the example they must give on the road”, **Daniel Delcourt, Chief Operating Officer at Disneyland Paris** declared.

Jean-Luc Marx, Préfet of Seine-et-Marne, declared “road safety is a government priority. The poor figures on road accidents demand that we reinforce our struggle against road delinquents, and teach prevention to the most vulnerable users, among which we see employees. Too many accidents occur during trips between the home and the working place. With this large campaign at Disneyland Paris, I wish to make all the employees and business leaders in our *département* aware of this priority.”

About Disneyland Paris

Disneyland Paris is Europe’s leading tourist destination, with close to 300 million visits since its opening in 1992, and more than 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 55,000 direct and indirect jobs in France.

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

Discover <http://disneylandparis-news.com/en/>



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<http://twitter.com/EuroDisneyEN>

¹ Disneyland Paris employees

Virginie GUSTIN

Responsable de la communication interministérielle
Bureau du Cabinet du Préfet
Direction des Services du Cabinet et de la Sécurité

Téléphone: +33(0)1.64.71.75.29

www.seine-et-marne.gouv.fr

Laurent MANOLOGLOU

Responsable Communication Institutionnelle
Disneyland Paris

Téléphone: +33 (0)1 64 74 58 40

Téléphone Mobile: +33 (0)6 85 71 29 14