

## **Charity initiative**

# **Carmila joins Secours Populaire's 'Green Santas' initiative and launches national fundraising campaign**

**To celebrate the end-of-year festive season, 68 shopping centres owned by Carmila, Carrefour's shopping centre operator, are teaming up with French charity Secours Populaire for a national Charity at Christmas initiative. The aim is to collect €30,000 in donations!**

As it has done every year since 1976, Secours Populaire is running its 'Green Santas' initiative to provide children and families in need with toys, books, festive food parcels, show and circus tickets, or treats and meals at restaurants throughout France.

**From 5 to 24 December**, visitors to participating Carrefour shopping centres are invited to enjoy a few moments of fun on the Charity at Christmas terminals. For everyone who participates, **a donation of €1** will automatically be made to Secours Populaire. The luckiest visitors who win gift cards will have the chance **to donate part of the amount credited to the card (up to €5)**. In addition to the donations collected on the 190 terminals, Carmila is also committing to donate **a minimum of €20,000** to Secours Populaire.

*"We are enormously proud to be supporting Secours Populaire, which is particularly engaged on these issues. With this country-wide initiative, we hope to enable as many people as possible to enjoy a very merry Christmas,"* explains Sophie Chevillard, Carmila's CSR Director.

This second national charity initiative is another step towards achieving the corporate CSR policy that Carmila has set out. Social and charitable initiatives are also a good way to establish links with shopping centre customers. Accordingly, in 2018 Carmila shopping centres organised more than 500 activities in partnership with local associations working on issues such as solidarity, access to culture and sport, and health.

The 68 participating centres:

Aix La Pioline	Chambourcy	Les Arcades St-Jean-de-Védas	Port de Bouc
Alençon - Condé	Chateauroux	Les Bouchardes Crèches sur Saone	Puget Sur Argens
Amiens	Cholet	Les Sept Chemins Vaulx en Velin	Quimper
Angers - Saint-Serge	Douai Flers	L'Escapade Troyes	Rennes Cesson
Angoulins	Francheville	Libourne	Salaise-sur-Sanne
Annecy	Geric Thionville	l'Isle d'Abeau	Sannois
Athis Mons	Goussainville	Mably	Sartrouville
Auchy Les Mines	Grand Evreux	Montesson	Tarnos
Auterive	Grand Vitrolles	Montluçon	Toulouse Purpan
BAB 2	Grenoble - Saint-Egrève	Nantes La Beaujoire	Tournefeuille
Berck	Hérouville Saint Clair	Nevers Marzy	Trans en Provence
Bourg en Bresse	La Vatine - Mont Saint Aignan	Nice Lingostière	Vannes
Bourges	Labège 2	Nimes Sud	Venette
Brest	Langueux - Saint-Brieuc	Orange Le Coudoulet	Vénissieux
Cap Saran	Laon Romanette	Ormesson Pincevent	Villabé
Chalon en champagne	Laval	Pau Lescar	Villejuif 7
Chambéry Bassens	Le Salamandrier - Draguignan	Perpignan Clair Salanca	Wasquehal

#### About Carmila

Carmila was founded in order to increase the value of shopping centres adjoining Carrefour hypermarkets in France, Spain and Italy. Its portfolio comprises 205 shopping centres and retail parks, mostly leaders in their catchment area, which enjoy a regular, loyal customer base. Inspired by a genuine retail culture, Carmila takes an innovative approach based on local marketing, digital and innovation in service of its retail partners and for the benefit of customers. Its teams include all of the expertise needed to ensure commercial attractiveness: shopping centre management, marketing, digital marketing and portfolio management.

More information is available at <http://www.carmila.com>

**About Secours Populaire**

*Established in 1945, Secours Populaire is a French non-profit association which has been declared an 'important national cause' ('Grande cause nationale'), an official designation awarded annually that offers charities certain advantages in relation to fundraising and advertising. Secours Populaire is authorised to receive donations, bequests and gifts. Its mission is to take action to combat poverty and exclusion in France and around the world. It brings together people of all views and circumstances, and from all backgrounds, who wish to promote solidarity. In 2017, Secours Populaire volunteers helped and supported 3,348,200 people in need in France and around the world.*

[www.secourspopulaire.fr](http://www.secourspopulaire.fr)

**Press contacts:**

Hopscotch Capital

Vicktrin Gerald

01 58 65 01 26 – [vgerald@hopscotchcapital.fr](mailto:vgerald@hopscotchcapital.fr)