



Press release
Massy, 3 December 2021

Carrefour supports the Telethon for the fifteenth year in a row

Carrefour has been one of the AFM-Téléthon's partners since 2007 and is continuing with its support by mobilising its network of stores and asking its employees to get involved in aid initiatives. On 3, 4 and 5 December, fundraising initiatives to support research into genetic diseases will be running in stores.

Carrefour implements dedicated campaigns targeting its customers to support fundraising

- For every purchase of a share product*, between €0.50 and €1.50 will be donated to the Telethon's fundraising campaign;
- From 23 November until 6 December, a game will run on [carrefour.fr](https://www.carrefour.fr), in partnership with Lucky Cart. Following the prize draw, customers will be able to win refunds of their entire shopping basket, up to a maximum of €200 – provided they purchase five partner brand products**. For every person who plays the game, €2 will be donated to the AFM-Téléthon;
- Customers will also be able to make their donation when they pay for their shopping via the checkout employee. Their donation will appear on their sales slip and will be paid to the AFM-Téléthon in its entirety. This campaign is being held for the fourth year in a row and will run until 15 December.

Carrefour is encouraging employees to get involved in the campaign

In addition to these campaigns, more than 1500 Carrefour stores of all formats will be running events across France alongside the Téléthon's local branch offices.

Employees from the Massy, Evry, Mondeville and Lyon Danic head offices will also be getting involved and will be invited to take part in various initiatives to support the AFM-Téléthon. On Thursday 2 December, they took part in a charity race and a bicycle challenge. For every kilometre covered, €5 were donated to the association.

At the end of this week, Carrefour will also be taking part in events on French TV channels. On Saturday 4 December, 20 employees will sing "À nos héros" live on prime-time TV alongside Soprano – sponsor of the 2021 Telethon – and "Wonderful Life" with singer Imany. After the segment, Caroline Dassié, Carrefour's Executive Director for Marketing, Brands and Customers, will make a financial donation to the AFM-Téléthon on behalf of the group.

Thanks to the commitment and involvement of its teams, Carrefour is demonstrating its support for this traditional event that is well established in the lives of numerous people living in France.

**a box of 30 chouquettes, a pure butter brioche, a hamper of oysters, a bouquet of roses or a box of 36 coffee pods*

*** Ben's Original, Panzani, Doritos, Lustucru, Lay's, Grand Fermage and Soignon (competition rules available at carrefour.fr)*

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About Carrefour France

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For sixty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. To keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omni-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 105,000 people in France and welcomes more than 3 million customers every day throughout the country.

For more information, visit: www.carrefour.com (press page), www.carrefour.fr or follow us on Twitter at: [@CarrefourFrance](https://twitter.com/CarrefourFrance), [@GroupeCarrefour](https://twitter.com/GroupeCarrefour).