

Louvre Hotels Group is committed to reducing plastic pollution and is becoming a partner of the Maud Fontenoy Foundation

Louvre Hotels Group, which encompasses brands such as Campanile, Kyriad, Golden Tulip and Première Classe, is stepping up its commitment to reducing single-use plastic by signing a sponsorship partnership with the Maud Fontenoy Foundation. Every year, millions of tonnes of plastic end up in the oceans. On a global level, the quantity of plastic in the ocean accounts for about 85% of sea waste, and single-use plastics such as cutlery, bottles, straws, cotton buds and cigarette filters are responsible for half of this pollution. This is why the Group has decided to join forces with the Foundation in order to limit the day-to-day plastic use.

Louvre Hotels Group supports the Maud Fontenoy Foundation

Committed for several years to reducing the amount of single-use plastic, Louvre Hotels Group has decided to support the actions of the Maud Fontenoy Foundation, a partner of the French Ministry of Education, which works in France and abroad to preserve our oceans and coastlines. The Foundation implements educational initiatives to preserve the oceans, targeting young people with awareness-raising kits, learning challenges in schools and by setting up educative sea classes. These initiatives have already raised awareness among nearly a million children of the environmental issues affecting the sea's flora and fauna.

In order to strengthen its support for the Foundation and its social and ecological objectives, Louvre Hotels Group wished to make a donation, thereby supporting the missions and actions carried out among the young generation and the general public.

Since 8th June, as part of this sponsorship partnership and in line with its efforts to reduce the amount of single-use plastic, Louvre Hotels Group has been selling 1,500 reusable water bottles and cups in all its owned hotels and voluntary franchised establishments. These bottles are on sale in Golden Tulip, Campanile and Kyriad hotels, while the reusable cups are available in Première Classe and Kyriad Direct establishments.

For this operation, Louvre Hotels Group is making a donation equivalent to the sale of these gourds to the Maud Fontenoy Foundation.

Through this sponsorship initiative, Louvre Hotels Group is going one step further in order to take a proactive approach that will have a positive and tangible impact on its ecosystem.

In addition, as part of this partnership, the Group's hotels are raising their clients' awareness about plastic pollution and the importance of preserving the oceans, in particular through various communications tools such as videos. Lastly, Louvre Hotels Group donated 450 reusable water bottles to the Maud Fontenoy Foundation, distributed to 300 children during its annual gala held on the World Ocean Day, on 8th June.



Louvre Hotels Group Press Contact :
Marjorie Rigouste – 06 70 98 11 06 - marjorie.rigouste@change.bz

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes about 1,700 hotels in 60 countries. It has a full hotel offering, spanning 1 star to 5 stars, with the brands: Première Classe, Kyriad, Kyriad Direct, Tulip Inn, Tulip Residences, Campanile, Golden Tulip, Royal Tulip; the 5 brands of the Sarovar network in India and the French Group Hôtels & Préférence. The group also has a distribution agreement with the Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2nd hospitality group in the world.