

[08.11.24] **PRESS RELEASE**

## **TF1 GROUP PARTNERS FRENCH NATIONAL CORNFLOWER APPEAL**

**As part of the French national Cornflower Appeal (“Bleuet de France”) – the equivalent to the Poppy Appeal – which symbolizes solidarity with the victims of war and service personnel, TF1 Group is giving wide coverage to the appeal and raising public awareness through the power of its channels and digital platforms.**

The campaign runs between 1 and 11 November, helping the Bleuet de France charity fund solidarity initiatives and commemorations that pay tribute to the wounded in action, war widows, war orphans, and victims of terrorism.

This year, our engagement translates into several initiatives shown on our channels and digital platforms, to mobilise as many people as possible around the Cornflower Appeal.

### **How our flagship programmes are focusing on 80 years of the Cornflower:**

On Monday 11 November, various TF1 personalities will be wearing the 80th anniversary cornflower on their lapels, including:

- Karima Charni, at the launch of the gameshow segment of the **Star Academy** daily show
- Bruce Toussaint, and all the reporters on TF1’s **Bonjour!** breakfast show
- TF1 and LCI **weather** forecasters Évelyne Dhéliat, Ange Noiret and Vanessa Matagne
- TF1 news anchors Marie-Sophie Lacarrau (**1pm**) and Gilles Bouleau (**8pm**)
- All **LCI** presenters including Jean-Baptiste Boursier, Amélie Carrouër, Christophe Moulin, David Pujadas, Emilie Broussouloux and Darius Rochebin.

And Bleuet de France ambassador Franck Leboeuf is taking part in the **Famille en Or** show, shortly to be shown on TF1, to raise funds for the charity.

**Groupwide fundraiser to be shown on our channels and digital platforms:**

On Monday 11 November, TF1, TMC, TF1 Séries Films and Histoire TV will carry a fundraiser fronted by Anne-Claire Coudray and Isabelle Ithurburu, screened more than 20 times during the day during prime viewing periods.

The fundraiser will also be shown on the social networks of the TF1 group, TF1 Info and LCI.



**Different look for our advertising jingle:**

Throughout the day on 11 November, our advertising jingle will feature the colours of Bleuet de France to raise public awareness of the fundraising campaign.



**Dedicated content:**

LCI is also involved via its content and especially **Vis leurs vies** ("Live their lives"), presented by Marianne Kottenhoff and broadcast on 10 November, in which we hear from a war-wounded beneficiary of Bleuet de France. He describes how he has been helped by support from Bleuet de France, and the importance of supporting the charity.



**The TF1 group is delighted to be associated with this fundraiser through the power of its channels and digital platforms, which will enable Bleuet de France to help even more victims of war and their families.**

To make a donation\* :

Online: [www.bleuetdefrance.fr](http://www.bleuetdefrance.fr) – payment secured in just a few clicks

By cheque: made out to "Bleuet de France", 20 rue d'Aguesseau - 75008 Paris

*\* Every donation supports the beneficiaries of Bleuet de France, a public interest organisation that helps them rebuild their lives (66% of the donation is tax-deductible, up to a limit of 20% of taxable income).*



### **ABOUT TF1 GROUP**

TF1 group is a major player in the production, publication and distribution of content, in France and Europe. Our operations are split between two divisions: Our Media division is home to our free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI); our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club); TF1+, our free streaming platform for family entertainment and news; our TFOU MAX on-demand platform for kids; and the TF1 PUB advertising airtime sales house. It's a unique ecosystem that can deliver for all audiences - and all advertisers. We also operate in music production and live shows with Muzeek One. Our Production division, with Newen Studios, is home to more than 50 creative companies and labels in France and abroad. Unrivalled know-how, and a diverse range of brands and talents, create and distribute programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms. TF1 group has operations in 11 countries, and employed 2,882 people as of 31 December 2023. In 2023, we generated revenue of €2,297m (Euronext Paris, compartment A: ISIN FR0000054900).

### **ABOUT BLEUET DE FRANCE**

Since the end of the First World War, Bleuets de France has been providing psychological, practical and financial support to men and women who have risked their lives for France, victims of terrorism, soldiers wounded in action abroad, combat veterans, and war orphans and widows.

#### **TF1 GROUP CONTACT**

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