

Paris, December 1, 2017

## Communications Elior Group twice rewarded at the European Excellence Awards 2017

Elior Group has just received, in Hamburg, two European Excellence Awards for its campaign supporting Paris's bid for the 2024 Olympic and Paralympic Games in the Best Campaign – France category, and its campaign to promote Elior's new workwear in the Change Communications category. Awarded by an international jury, these annual prizes are given to the best communications projects in Europe.

Designed in conjunction with the Sport Market agency and launched by the Olympic-champion couple, Tony Yoka and Estelle Mossely, as well as the Paralympic champion, Michaël Jérémiasz, the aim of [#2024secondes of well-being](#) was to mobilize the French to back Paris' bid for the 2024 Olympics and Paralympics by championing the equation of:

fork + sneakers = well-being!

Elior Group has also won three Sports Communications awards at France's 2017 Stratégies Grand Prix for its [#2024secondes of well-being](#) campaign, with the Gold Award in the Digital Marketing / Digital Media category and the two Silver Awards – one in the Brand Content category and the other for best Global Communications Campaign.

The campaign to promote the new workwear of Elior, the contract catering brand of Elior Group, for some 20,000 employees in France, has been developed in association with the Content Design Lab agency. With this workwear's renewal, the objective of Elior is to promote a common identity enhancing the specificity of each of its skills.

Frédéric Fougerat, Group Vice-President Communications, said: *"Being rewarded at the European Excellence Awards – one of the most prestigious international competitions in the communications field – is an achievement of which we can be justly proud and reflects the hard work of those who every day help Elior Group to be a caterer of choice worldwide. We were honored to represent our chefs by wearing their hats at the ceremony."*

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### About Elior Group

Founded in 1991, Elior Group has grown into one of the world's leading operators in the catering and support services industry, and is now a benchmark player in the business & industry, education, healthcare, and travel markets.

Now operating in 15 countries, the Group generated €5,896 million in revenue through 23,000 restaurants and points of sale in FY 2015-2016. Our 120,000 employees serve 4.4 million customers on a daily basis, taking genuine care of each and every one by providing personalized catering and service solutions to ensure an innovative customer experience.

We place particular importance on corporate social responsibility and have been a member of the United Nations Global Compact since 2004. The professional excellence of our teams, as well as their unwavering commitment to quality and innovation and to providing best in-class service is embodied in our corporate motto: "Time savored".

For further information please visit our website: <http://www.eliorgroup.com> or follow us on Twitter: [@Elior\\_Group](#)

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