



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS RELEASE

FOR IMMEDIATE RELEASE

LE BALLON ROUGE WRAPS-UP WITH THE MOST AMBITIOUS PACK OF FAMILY-FRIENDLY SERVICES OFFERED BY AN A-FILM FESTIVAL AND FILM MARKET

Cannes – Saturday, May 25, 2019 – More than 120 families were registered through the newly-launched family-accreditation service, and 25 children benefited from the childcare services provided at the Village International Le Ballon Rouge Kids Pavilion. A core team of 4 nannies and 1 nurse from Nanny Please, 9 volunteers from Cannes Volontaires, a group of 15 industry parents from Parenting at Film Festivals, 8 professionals from the core team of the Marché du Film and more than 15 industry sponsors, celebrate together the success of this first year's teamwork.

"Now that we have understood the needs, the importance and the volume of the demand, we will expand next year. We have met the Mairie de Cannes and the Syndicat des Hôteliers to reinforce the family-friendly services in the near future. In 2020 Le Ballon Rouge will be strengthened in size, services and infrastructure," said Jérôme Paillard.

"At the beginning we were thinking in a sort of parents lounge for baby-friendly meetings, but the daycare has made a huge difference for industry professionals and talents. I have supported the Marché du Film to green-light and set this initiative," added Thierry Frémaux.

"We have seen key media from all over the world observe this initiative and describe it beyond its pragmatic impact: Le Ballon Rouge symbolic value is a game-changing milestone for diversity, inclusion, gender-equality progress and is ultimately breaking stereotypes," said Sarah Calderón co-founder of Parenting at Film Festivals and CEO of The Film Agency.

"We're here to inspire our industry and the society in general, to create initiatives that contribute to work-life balance. Many movements for change have started in cinema before expanding to the rest of society, and this is the case again. The festivals are listening and we're teaming up with them to bring practical solutions," added Aurélie Godet, Programmer at Berlinale and co-founder of Parenting at Film Festivals.

The trend is set: strollers, milk and balloons were part of the Cannes Croisette ecosystem this year. Festivals top managers and directors of Rotterdam, Toronto, San Sebastián, Berlinale, Annecy and Venice are visiting personally Le Ballon Rouge and taking good note of the best practices to adapt them soon. The European Commission - Media Programme included Le Ballon Rouge amongst the three best practices showcased to contribute to gender-equality, the American Pavilion hosted a networking playdate and the festival itself curated a screening called Petit Héros organized with Autour de Minuit for the smallest and most important visitors this year.

“The feedback of the parents cannot be better. They felt supported, cared and found a great balance spending their days in Cannes together with their families. We are now a solid and united community and will contribute to expand this kind of initiatives around the world creating groups in each territory,” added Olimpia Pont Chafer, user of the crèche, registrations coordinator and active member of Parenting at Film Festivals. The most important part is ultimately that the kids really felt like the new VIPS. They were happy to have their own accreditation, their bag, and their space, be next to their families and at the same time enjoy, dance and play with their new international friends. “Our priority was the security, health, tranquillity and joy of our children. We dedicated days and nights over two months to set this unprecedented project for them and for their future. It’s not about the hassle at the entrance of the Palais which you can have also in any airport when you travel with kids, we will go further. The message is out there: if we managed to set a daycare in a harbour at the Côte d’Azur, this can be done anywhere” concluded Michelle Carey co-founder of Parenting at Film Festivals.

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About Marché du Film - Festival de Cannes

The Marché du Film, the business wing of the Festival de Cannes, is the key stepping stone in the creation, production and distribution of films around the world. The Marché du Film draws its strength from the diversity of the actors it brings together: 12 400 industry professionals including 3 900 producers, 3 300 buyers and distributors and 1 000 festival programmers all gathered in one unique setting to obtain financing, seize opportunities and take the pulse of international film creation and innovation.

Website: <http://www.marchedufilm.com/>

About Parenting at Film Festivals

Born out of the struggle of a group of 3 young festival-travelling mothers, the group Parenting at Film Festivals was created in January 2019 to share babysitting tips and costs, create a tribe to support each other around the globe, arrange playdates and advocate for family-friendly services at festivals and markets. It was co-founded by film programmers Aurélie Godet and Michelle Carey, and Sarah Calderón, director of The Film Agency.

Parenting at Film Festivals on Facebook : <https://bit.ly/2l3Y3Bj>