

YES WE CANNES STILL HAVE KIDS! Le Ballon Rouge offers childcare during the Marché du Film

The **Marché du Film** and **Parenting at Film Festivals** are proud to announce the onsite **Ballon Rouge** daycare center during the Cannes Film Festival from 7 - 14 July. After a hugely successful inaugural edition in 2019, the service is back for the Marché's return to the Riviera.

Market badge holders will be given priority access to the service, though attendees with press and festival accreditation are also eligible. A fully-supervised daycare center will be housed in a COVID-safe public school in the area. The facility will strictly adhere to all current social distancing and sanitary protocols. A Baby Lounge at the Palais will also be available for onsite care for our tiniest visitors.

The daycare center is available for children aged 6 months - 12 years from 10am-6pm and for a maximum of 6 hours at a time for each child. The children will be organized into different groups for a day of supervision and fun activities. (Note: Meals and snacks must be provided by parents.)

This unique service is possible thanks to the valuable support of **ADEF, British Film Institute, CIMA, Cinando, Collectif 50/50, Creative Europe MEDIA, Danish Film Institute, EAVE, Flanders Image, German Films, SEE NL - Eye, Swedish Film Institute, TorinoFilmLab, Unifrance and Wallonie-Bruxelles Images**. (More partners will be announced soon.)

Thanks to our partners, whose support has underwritten the majority of the costs to pay our caregivers, the fees for parents have been kept as low as possible: 45 EUR (3 days) and 90 EUR (4-8 days).

Just like in 2019, badges for the children and their caregivers will be provided by the Marché du Film for FREE. Le Ballon Rouge badge holders entering the Palais and Pantiero sites with children will be guaranteed ease of access (less wait time to enter the palais, less invasive security for children, etc.).

Le Ballon Rouge Alliance is committed to attaining a culture of family-friendliness and work-life balance in the film industry. The pandemic has exacerbated issues around gender equality and the Marché du Film and Parenting at Film Festivals want to play a role in reversing this trend and move towards a healthier work-life balance. With daycare centers and schools closed for over a year throughout the world, in-person childcare and education have become even more essential priorities to the healthy future of our industry and society in general.

"At a time when cultural life is resuming once again and movie theaters are welcoming back cinephiles all over the world, we are thrilled to invite not only professionals to Cannes, but also, their families and their children this summer," says **Jérôme Paillard, Executive Director of the Marché du Film**. "What could be better for them than to split their time between enjoying the Mediterranean and discovering cinema in one of the most iconic places for film in the world?"

"The return of Le Ballon Rouge onsite daycare at Cannes is momentous and symbolic. The last year has eviscerated work-life balance and affected the mental health of surely every film professional with young children. As so many of us are exhilarated to be back on the Croisette for the first time in two years, knowing our children will be in safe and secure hands is an extra reassurance," says **Michelle Carey of Parenting at Film Festivals**.

KIDS ARE THE NEW VIPS! WELCOME BACK!

To register for or inquire about Le Ballon Rouge childcare, please email parentingatfilmfests@gmail.com with proof of accreditation, your required dates and times, and your child's (or children's) ages and names. Places are limited in particular because of the sanitary restrictions. Please specify if you only require a badge for your nanny or caregiver and don't require childcare.

For media inquiries, please contact: Margaux Tisseron at: mtisseron@festival-cannes.fr