

Café Joyeux opens on the Champs-Élysées.

On **9 March 2020**, the fourth Café Joyeux was inaugurated in a building belonging to Groupama, at 144 avenue des Champs-Élysées, next to the Arc de Triomphe, in the presence of VIP guests: President Emmanuel Macron, First Lady Brigitte Macron, Groupama Group CEO Thierry Martel, Groupama Group HR Director Bénédicte Créte Dambricourt, Groupama Group Communications Director Sylvain Burel, Groupama Immobilier CEO Eric Donnet and Groupama Immobilier Head of Commercial Real Estate Laetitia George, who initiated the project.

The Café Joyeux fast-food chain, which employs persons with mental disabilities or cognitive impairments, aims to raise awareness, change the way people think about disability and promote the inclusion of persons with disabilities into the mainstream job market.

Groupama has made this location, with a surface area of approximately 300 m² over two floors, available free of charge for a period of at least six months. « *We are delighted to welcome and support them, because the values of solidarity and inclusion are in our DNA,* » said Laetitia George.



JOYEUX
SERVI AVEC LE CŒUR



Contributors who donated their time to the project included – among others – Philippe Chiambaretta, the architect of Total's and Lazard's head offices in La Défense and Paris, respectively, and designers Constance Guisset and Sarah Lavoine.

In late 2017, Yann Bucaille Lanrezac and his wife Lydwine founded the Café Joyeux (« Joyful Café ») concept. They wanted to catch people's attention with an emblematic address. « *It all happened quickly,* » commented Laetitia George: « *I knew them; I was already buying their coffee. When I spoke with Yann, the idea came up to open a Café Joyeux in this shop, which was free until the summer, when work will begin on turning the building into a hotel. The Group immediately approved the project.* »

« *We are very proud that the President of the Republic agreed to come, despite the coronavirus,* » said Yann Bucaille Lanrezac. « *He is sensitive to the cause of inclusion.* »

In March 2018, Brigitte Macron and Sophie Cluzel, Secretary of State for Disability, had already inaugurated together a Café Joyeux in the Opera district of Paris.

New Cafés Joyeux are planned to open throughout France, including in Lyon, Lille, Tours and Versailles.

In the meantime, visit the Champs-Élysées to enjoy good coffee – or order drinks and meals online at www.cafejoyeux.com/





*We wish this socially positive concept
a long life in many cities!*