

## **TRANSLATION IN ENGLISH**

### **La Poste partners with**

#### **the French Red Cross**

Buying a booklet also means making a donation of €2

La Poste is committed to the French Red Cross and enables it to take action on a daily basis. Behind this collaboration, there is a story that has united La Poste and the French Red Cross for over 100 years.

The support operation set up has materialized in recent years with the creation of a booklet of French Red Cross stamps (a general public product, launched in April each year) and a block of French Red Cross stamps (targeted at collectors, launched in October), sold online as well as in La Poste's traditional networks.

For each product sold, La Poste donates €2 to the French Red Cross

#### **The 2024 edition booklet**

On April 29, 2024, La Poste issued a booklet of 10 stamps entitled "160 years of inspiration, commitment and action". In this anniversary year for the French Red Cross, the booklet retraces the highlights of the association, since its creation in 1864.

10 postage stamps that report on the evolution of the activities of the French Red Cross in its diversity: management of the catastrophic flooding of the Seine in 1910, deployment of the activity of maintaining family ties with prisoners of war from 1940, the millionth first aider trained in life-saving in 1977...

Indeed, the French Red Cross is involved every day with citizens to educate, protect and give relief unconditionally. This is the heart of the commitment of its 75,000 volunteers and 17,000 employees.

Buying this booklet also means making a donation of €2 to the French Red Cross.

#### **A bit of history**

On August 11, 1914, faced with the suffering of war, Raymond Poincaré, President of the French Republic, signed the decree authorizing the postal administration to issue the first "surcharge" stamp. From that date, La Poste committed itself to the French Red Cross, allowing it to act daily and supporting it in the long term with the sale of stamp booklets and blocks, part of the sale of which is automatically donated to the association. Behind this partnership, a €2 donation is made to the French Red Cross on the sale of each postal product.

Since 2006, more than €27 million has been donated by La Poste to the French Red Cross to finance numerous international, national or local actions carried out in the fields of health, humanitarian and social action.

How to support the actions of the French Red Cross?

At the French Red Cross, we like to think that if everyone can be affected by crises and hazards during their life, no one should be indifferent to them, and no one should feel helpless.

#### **Get involved:**

- by purchasing a dedicated stamp booklet, €2 will be donated to the French Red Cross,

- by becoming a volunteer,
- by making a donation when you meet Red Cross volunteers in the street,
- online, in a few clicks from the website [www.croix-rouge.fr](http://www.croix-rouge.fr) you can make a donation,

What does the French Red Cross actually do with the euros donated from the sale of stamp booklets?

- with 2 booklets purchased, it provides 1 complete and balanced meal to a vulnerable person,
- with 3 booklets purchased, it organizes visits from a volunteer to two isolated elderly people,
- with 4 booklets purchased, it secures a family by giving them everything they need to feed their baby for a day.