



PETIT BATEAU X WATER FAMILY: LET'S ACT TOGETHER AT THE SOURCE !

**For over a century, we have been on children's side.
We see the world through their eyes, and their energy drives us.
This is why our mission at Petit Bateau is to get children in touch with nature to preserve
their best playground and the place they develop most.**

**WELL, WITHOUT WATER, THERE'S NO NATURE AND THERE'S NOT EVEN LIFE!
DID YOU KNOW THAT WATER MAKES UP 70% OF THE PLANET'S SURFACE?**



We are therefore very happy to announce to you today our lasting support for the Water Family, the association which educates children about the importance of water and preserving all living things through playful encounters and immersive odysseys, 'du Flocon à la Vague' (from the Snowflake to the Wave).

For over 10 years, incredible teams in the field have been developing comprehensive educational programmes for school groups and companies using a positive education approach and through promoting best practices.

Their fun routes are divided into three main areas:

A time for learning, a time for playing, and a time for experimenting. We are therefore very happy to announce to you today our lasting support for the Water Family, the association which educates children about the importance of water and preserving all living things through playful encounters and immersive odysseys, 'du Flocon à la Vague' (from the Snowflake to the Wave).

THE WATER FAMILY IN A FEW FIGURES

+ 150

**ATHLETES AND SCIENTIST
AMBASSADORS**

+ 20 000

**YOUNG PEOPLE WHO
ARE EDUCATED EACH YEAR**

+ 1 000

**MOTIVATED PROFESSIONALS
AT THEIR SIDES**

Why are we committing?

"Up to the age of 20, young people are still building the personal culture which will guide their future decision-making."

- Water Family

Together we want to act "at the source".

At the source, because the aim is to act effectively upstream of the issues to avoid polluting and consuming too much water, which is a scarce and precious resource.

At the source, because the main action needs to focus on the younger generations, because they are the key to a lasting change in our society and lifestyles, from today onwards.

At the source, because changing our consumption patterns also means contributing towards a sustainable change in our production methods, and at PETIT BATEAU, we are working diligently on this (discover our commitments towards reducing our environmental footprint here: <http://bit.ly/PB-engagements>).

To inaugurate the start of this great collective adventure and celebrate World Ocean Day, Petit Bateau is happy to get its feet wet by contributing 20% of profits to the Water Family. *

*The new company La Maille Souple, a subsidiary of Petit Bateau, and Petit Bateau undertakes to donate 20% of the net profits from sales on 8th June 2021 on www.petit-bateau.fr and in Petit Bateau stores, participating Petit Bateau partner stores and concessions in France (excluding factory outlets and corners) to the Water Family. The new company La Maille Souple and Petit Bateau will collect and donate the funds, without additional financial participation from the customer. The total amount collected will be calculated at the end of the event and may be publicly announced by the new company La Maille Souple and/or Petit Bateau.

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