



SHINEFRANCE

Press release

Boulogne-Billancourt, Monday March 21, 2016

Launch of the MYFRANCE competition What does “Living Together” mean to today’s school students?

**With the support of the Ministry of National Education,
Higher Education and Research
and in association with the Diversity Unit of the CSA.**

At the instigation of the Diversity Unit of the CSA (the French broadcasting regulator), the TF1 and Shine France groups, in line with their proactive approach to corporate social responsibility, are today launching the MYFRANCE project in the presence of Najat Vallaud-Belkacem (Minister for National Education, Higher Education and Research) and Mémona Hintermann (CSA Board member and chair of the CSA Diversity working group).

MYFRANCE is a competition for school students on a subject of national importance: “Living Together”.

As part of a national week of education and action to combat racism and anti-Semitism, students aged between 10 and 15 from six French secondary schools will work alongside media professionals to create a one-and-a-half minute film, from conception through to final edit, to stimulate debate and awareness around this key citizenship issue.

It will be an opportunity for the students to explain, through images, what “Living Together” means to them.

A jury of media professionals headed up by Nikos Aliagas will select the best film, which will be shown on TF1 on July 14, 2016 as part of the coverage of the Bastille Day commemorations. In addition, the schools selected in the top 3 by the jury will win a prize of video equipment for use by the whole school, so that the film-makers of tomorrow can continue to make their mark.

(*) The six participating schools, all in the Paris area, are: Henri Matisse (Garges-lès-Gonesse), Léon Blum (Villiers-le-Bel), Martin Luther King (Villiers-le-Bel), Simone Veil (Aulnay-sous-Bois), Colette Besson (Paris) and Masaryk (Châtenay-Malabry).

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