



PRESS RELEASE
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MCI NOMINATED EVENT AGENCY OF THE TEAMS PRESENTATION CEREMONY OF THE GRAND DÉPART DU TOUR DE FRANCE 2016

Geneva – April 12th 2016. The MCI Group, a global leader in the creation and management of high-profile international events and an emerging leader in major sporting events, has been nominated by Association Grand Départ du Tour de France 2016 as the Event Agency for the design and production of the Teams Presentation Ceremony of the 103rd edition of the “Grand Départ du Tour de France”.

“Over the past two years, MCI group has developed and adapted its event solutions to meet the sports industry’s needs and expectations”, said Barbara Martins-Nio, MCI Sports Director. *“Today, we can conceive and produce a teams presentation ceremony of the Grand Départ du Tour de France 2016 that truly lives up to such an event.”*

The Teams Presentation Ceremony will take place on the evening of the 30th of June at Sainte-Mère-Eglise in Manche-Normandy, France, just two days before the Tour de France 2016 kicks off with its first stage from Mont-Saint-Michel to Utah Beach. Part of a unique live show, the ceremony will feature some of the greatest names in cycling.

For the 3rd world athletic event most covered by the media, MCI has devised a strategy around the ceremony’s multiplatform dimension, optimising the concept and production to ensure understanding across all audiences (on site, through television broadcast and online), whilst providing convenient shooting options for televisions and photographers.

A culturally and historically rich region, Manche-Normandie competed against cities like Lyon and Barcelona and won the honors of hosting the Grand Départ for the first time in the history of the Tour de France. In the spirit of regional promotion, MCI has designed the presentation ceremony of the 22 teams as a true experiential event collaborating with upcoming local talents for the live entertainment.

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For more information on the Grand Départ Tour de France, please visit:

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ABOUT MCI

MCI is the world’s largest provider of strategic engagement and activation solutions and has been a key driver of innovation in the meetings, events, association and congress industries since 1987. Through creative live experiences and digitization, globalization, brand enhancement and content strategies, MCI helps multinational companies and international associations enhance organizational performance, grow globally, energize communities and drive business results. An independent, privately held company with headquarters in Geneva, Switzerland, MCI’s 1,800 professionals in 60 cities and 31 countries help clients across Europe, the Americas, Asia-Pacific, India, the Middle East and Africa unlock their potential and deliver real change. Find out more at www.mci-group.com.

ABOUT Association Grand Départ du Tour de France 2016

Association Grand Départ du Tour de France 2016 was created under the aegis of the Manche County Council and Basse- Normandie Regional Council. Its purpose is to ensure the coordination of the whole project. This steering committee, chaired by Jean-François Le Grand, is the focal point for all stakeholders involved in the project. It is specifically responsible for liaising with A.S.O. (Amaury Sport Organisation), ensuring the consistency of all communication actions led by individual local authorities and launching initiatives on the territory. The full members include: Saint-Lô City Council, Cherbourg Conurbation, Granville City Council, Ste-Marie-du-Mont Town, Mont-Saint- Michel Town.