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Partenaire Principal

MAIF commits to EcoTrail Paris®

One more step in its eco-responsibility approach. EcoTrail Paris®, a pioneering event in sustainable development in the parisian region, is pleased to announce its partnership with MAIF, a militant insurer and long-time partner of French sports. In a current context both particular and uncertain because of the health crisis (editor's note: cancellation of the 2020 edition), the mutual insurance company did not hesitate to take part in the project. This is an important and meaningful commitment for the organization team.

A commitment to responsible sport

While environmental protection is now at the top of French people's concerns, EcoTrail Paris® has been committed to protecting the environment and fighting global warming since its creation in 2008. Every year, the event multiplies its actions and initiatives in favor of a more responsible race. The organization team does everything possible to minimize the environmental impact of the race by actively involving runners, companions and volunteers.

"This partnership brings a new dimension to EcoTrail Paris®. We are happy to be able to collaborate with a company such as MAIF. Our two entities have the same values and the same ambitions in favor of eco-responsibility. This association will allow us to take a step forward in our development and deploy new actions. We will work hand in hand with them with one objective in mind, to continue raising awareness among all participants," Jérôme Toulouse, EcoTrail Paris® race director.

MAIF militates for sustainable development

For this 14th edition (July 3 & 4, 2021), EcoTrail Paris® is surrounded by a new passionate partner, MAIF, which shares these same values. Through this collaboration, the mutual insurance company reaffirms its willingness to accompany all sport actors in their exercise of their civic responsibility so that these practices take place for the benefit of the society and the planet. The group will accompany the organization team in its work to raise awareness of this eco-responsibility approach by implementing concrete actions before and during the race weekend.

Sport Planète, towards a respectful sport

MAIF's support for EcoTrail Paris® is part of its "MAIF Sport Planète" program. A program in favor of sports organizations that aims to support, raise awareness and promote new lifestyles to adopt to preserve the planet. A movement federated by the militant insurer since 2020, which invites all citizens, professionals and amateurs alike, to act and progress together towards an eco-responsible sports practice, so that sport and nature are in better harmony. EcoTrail Paris® is a pioneer in this field; it functions as a laboratory for experimentation aimed at finding new solutions for organizing a sporting event with an impact. This approach is perfectly in line with what MAIF is doing. The 14th edition of the EcoTrail Paris® will be the first sporting event of its kind to become a "Sport Planète" event.

"Fully aware of the challenges of our time, we believe that everyone can become an agent of change through sport and thus contribute to the positive transformation of society. The "MAIF Sport Planète" program that we are deploying today is based on the deep conviction that we can all act for the common good. With this commitment program, we want to decompartmentalize in order to federate and encourage synergies around sport and its main players, through events, guides or even partnerships that bring together sport and eco-responsibility." Dominique Mahé, Chairman of the MAIF Group



About MAIF :

MAIF is the 6th largest automobile insurer and the leading insurer in the non-profit sector. It covers all the needs of more than 3 million members (property insurance, personal protection, health, assistance, savings, credit, etc.), with a turnover of 3.7 billion euros in 2020. Regularly praised for its customer relations, MAIF became a company with a mission in 2020, whose main goal is to pay sincere attention to others and to the world, and to place it at the heart of each of its commitments and actions.

ABOUT ECOTRAIL PARIS®

Créé en 2008, l'EcoTrail Paris® est une course nature écoresponsable accessible à tous les pratiquants. Elle met en valeur le milieu naturel et culturel francilien en s'inscrivant au coeur des préoccupations du respect de l'environnement. L'événement propose une offre variée de trails, longues et courtes distances, mais également des marches nordiques et randonnées. L'EcoTrail Paris® sera en 2021 le premier évènement sportif du dispositif Sport Planète élaboré par MAIF.

Site internet : ecotrailparis.com

Facebook : [@EcoTrailParis](https://www.facebook.com/EcoTrailParis)

Created in 2008, EcoTrail Paris is an eco-responsible nature race accessible to all runners. It highlights the natural and cultural environment of the parisian region by being at the heart of environmental concerns. The event offers a variety of long and short distance trails, but also Nordic walking and hiking. In 2021, EcoTrail Paris will be the first sporting event of the "Sport Planète" Program.

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EcoTrail Paris®