

Press release

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Sofinco partners the 2017 Six Stations Tournament

For the fourth consecutive year, Sofinco, a consumer credit specialist and brand of Crédit Agricole Consumer Finance in France, is an official partner of the 2017 Six Stations Tournament. The snow rugby competition, contested by amateur ex-international rugby players, will be held from 13 to 19 February at six French ski resorts: Les Ménuires, Val Thorens (with the presence of Frédéric Michalak, the face of Sofinco), Valmorel, Les Contamines-Montjoie, La Clusaz and Châtel.

"We are delighted to be renewing our partnership with the Six Stations Tournament. The event reflects the values that inspire our teams day to day in their relations with clients, namely friendliness, respect, solidarity and commitment. We are particularly proud this year of the presence of Frédéric Michalak, the face of the Sofinco brand, at Val Thorens! The tournament is a key opportunity for coming together with our community and clients through the values of rugby," says Didier Bourdonnais, Client Marketing and Communication Director at CA Consumer Finance France.

Created in 2013 by Yann Delague, former French national player, the Six Stations Tournament is held at the same time as the Six Nations Tournament during the matchless week of the international event. Designed on the basis of an original concept, a rugby match on packed snow by seven-player teams, the Six Stations Tournament embodies the values of solidarity, team spirit, camaraderie, respect and sharing. In that spirit, 30 former international players, including Serges Betsen, Imanol Harinordoquy, Christophe Dominici, Franck Comba, Mike Tindall, Dimitri Yachvili, Damien Traille, Gordon D'Arcy and Colin Charvis, will be on hand to coach and play with the teams formed at the participating ski resorts.

Experience the 2017 tournament with Sofinco!

Frédéric Michalak, fly-half for the Lyon Olympique Universitaire rugby team, will be taking part in the event at Val Thorens on Tuesday 14 February, supervising an initiation session for young players from the UNSS national union of school sports and those from the resort, and passing on the values of rugby.

The partnership will also be rolled out on the Twitter and Facebook account of the Sofinco brand through several special events. A campaign will take web users behind the scenes throughout the entire week of the competition, with the most active users standing to win prizes.

"These initiatives, combined with broad media coverage of the event, will raise awareness of the values and vitality of Sofinco," says Didier Bourdonnais.

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