

Press release of 3 December 2020

Groupe Mutuel Foundation to support this year again the charity event “Cœur à Cœur”

Martigny, 3 December 2020. Groupe Mutuel Foundation will support this year again the charity event “Cœur à Cœur”. This event is due to take place from 12 to 18 December 2020. In addition, other initiatives such as the challenge “Défi Cœur aux balcons”, collecting donations in agencies and in-house initiatives will be encouraged to support children who are victims of domestic violence in Switzerland.

2020 is marked by the pandemic and its numerous consequences. However, the “Cœur à Cœur” charity event, hosted by Swiss Radio and Television (RTS) in partnership with the “Chaîne du Bonheur” and seven regional radio stations of French-speaking Switzerland, will take place against all odds.

Donations for children who are victims of domestic violence in Switzerland will be collected from 12 to 18 December 2020. As it did last year, Groupe Mutuel Foundation has decided to make a strong commitment to defend the right to a childhood in Switzerland. *“Covid-19 or not, children still need us. We cannot and, above all, must not let up in our efforts to help them, even during the pandemic. Unfortunately, the suffering and violence have not come to a halt – quite the opposite. Abused children need us”*, said Karin Perraudin, President of Groupe Mutuel Foundation.

Because of the pandemic, the “Cœur à Cœur” event is returning this year with a new concept. The operation will travel across the seven French-speaking cantons for a week. Tania Chytil, Philippe Martin and Vincent Veillon, who joined the team this year, will set off by foot to meet the general public. “This is a real first for the RTS. For a week, from 6 a.m. to 10 p.m., the event will be broadcast live on radio, video streaming and sometimes on television from around 60 locations in French-speaking Switzerland”, explained Jean-Luc Lehmann, head of the “Cœur à Cœur” project. This fifth edition once again aims to collect as many donations as possible to fund Swiss Solidarity projects for children who are victims of physical or psychological abuse and neglect or sexual abuse in their own home. In 2019, over 3 million francs were raised and will be used to fund 27 projects to help close to 3,000 children in need in Switzerland. Every year, there are 50,000 cases of child victims of domestic violence in Switzerland. In the current context of the pandemic, it is feared that such violence will increase.

As it did last year, Groupe Mutuel Foundation has therefore decided to lend its full support to this worthwhile cause. For example, with the “Défi Cœur aux Balcons” challenge. This project will involve displaying one or several hearts on your balcony and then sending a photo to participate in the challenge. It will also be supported by Groupe Mutuel, which has already pledged 18,000 Swiss francs for the event. But there is more: Groupe Mutuel will also be launching an in-house challenge. For each employee who takes part in the challenge, Groupe Mutuel Foundation will contribute an additional 20 francs. Donations will also be collected at Groupe Mutuel agencies to encourage people to take part. A sizeable cheque will be presented to the “Cœur à Cœur” event on 18 December in Neuchâtel.

To donate online or to follow the event, go to: www.CoeurRTS.ch

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