



CAISSE D'ÉPARGNE

**PRESS RELEASE**

## The Caisse d'Épargne at the heart of young people's events at the Angoulême International Comic Book Festival

(Paris, January 29, 2009) --- The Caisse d'Épargne is renewing its partnership with the Angoulême International Comic Book Festival. The French savings bank is sponsoring the Young People's Area in addition to the Young Talent Pavilion and the Young Talent Prize awarded to an author who has still to publish one of his or her creations.

A partner of the Festival for the past 26 years, the Caisse d'Épargne is for the first time sponsoring the *Essentiel Patrimoine* (Essential Heritage) prize awarded for an outstanding publication in the history of graphic novels.

Within the framework of the Festival, which is running from January 29 to February 1, 2009, the Caisse d'Épargne will present the initiatives and most prominent actions of its cultural commitment in a new exhibition area: the *Espace Caisse d'Épargne* (Caisse d'Épargne Space). Located in Place Francis Louvel, this area is dedicated to the discovery of the creative work of the young generation and to the emergence of new talent. Visitors to the Festival who simply enjoy comic books or share a passion for graphic novels will be able to discover:

- **The exhibition devoted to the schools comic book competition.** The works of the 39 winners of the national *Écureuils d'or* (Golden Squirrels) of the competition organized in 2008 are brought together in this exhibition that offers an insight into the creative work of authors aged 2 to 18. The prizewinners will be welcomed on Thursday, January 29 and, during the *Prix Découvertes* (Discovery Prizes), four of them will be awarded the Humor, Best Scenario, and Best Graphic Art Prizes, and the Angoulême Schools Comic Book Prize.  
The 35<sup>th</sup> schools comic book competition organized in 2009 will close on March 2, 2009. This competition sets out to identify, and to encourage, the young talent of the future. More than 7,000 schools and social-cultural centers have joined this initiative (further details on the [www.caisse-epargne.fr/mecenats](http://www.caisse-epargne.fr/mecenats) and [www.mundo-bd.fr](http://www.mundo-bd.fr) websites).  
This year, the Caisse d'Épargne called on the drawing talents of the author and visual artist Colonel Moutarde (*La BD des Filles*, "The Girls' Comic Book," published by Editions Dargaud, *L'espace d'un soir, Comédie d'amour*, "The space of one evening, a Comedy of Love," and *Histoires cachées*, "Hidden Tales," published by Editions Delcourt, etc.).
- **The exhibition of the "Gang of Talents."** For the 2008/2009 academic year, the Caisse d'Épargne and its partners – the *Groupement des Libraires de Bande Dessinée* (Group of Graphic Novel Bookshops), *Metro* the free newspaper, and the *Un monde de Bulles* ("A world of balloons") program on the Public Sénat TV channel – have undertaken to support and promote the release of six graphic novels created by promising authors. The six authors selected will be given the place of honor in this exhibition.
- The Caisse d'Épargne has organized a major competition entitled **Carte Blanche Caisse d'Épargne Edition 2** on its [www.ecureuil.fr](http://www.ecureuil.fr) website. The second edition of this competition enables young people aged 16 to 25 to give free rein to their imaginations in the creation of a new bank card design inspired by the world of graphic novels. This operation led to the design of 8,402 charge card visuals, and 75,495 visitors to the website voted for their favorite entry. The 30 visuals shortlisted will be presented at Angoulême in the Young Talents Pavilion as well as before the Caisse d'Épargne branch located in Place Hergé. The winner will be decided by a vote of the Festival's Grand Jury and the winning visual will be printed on the Caisse d'Épargne's new Visa card offered to young savings bank customers in 2009.
- In its capacity as a long-standing partner of the International Comic Book Festival, the Caisse d'Épargne is also involved in the first year of the Festival's campaign to promote the artistic heritage of graphic novels. The Caisse d'Épargne is sponsoring *Essentiel Patrimoine*, a prize awarded by the Grand Jury for a major work in the history of graphic novels; the aim of this prize is to allow the general public to rediscover this publication. This year, the Heritage Selection includes 8 entries for the competition.

**The Caisse d'Epargne and comic books:**

*Since 1984, the Caisse d'Epargne, the No.1 bank for young people, has been promoting the "9<sup>th</sup> art" of graphic novels. The partnership with the Angoulême International Comic Book Festival and the large number of regional events are eloquent proof of this commitment.*

*With the organization of the national schools comic book competition and of the "Gang of Talents" operation, and the sponsorship of different prizes awarded by the Festival (Young Talents, Essential Youth), the Caisse d'Epargne confirms its commitment to fostering budding creativity and providing its support to the emergence of young talent.*

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