



AIR FRANCE INAUGURATES AIR BISTRO PARIS AT 2017 TORONTO INTERNATIONAL FILM FESTIVAL®

Toronto, September 7, 2017 - Air France, the official airline of the 2017 Toronto International Film Festival® (TIFF), opened its **Air Bistro Paris** on Festival Street today, with the Consul General of France in Toronto, Mr. Marc Trouyet, in attendance.

Impossible to miss with its four-metre-plus Eiffel Tower, Air France's Air Bistro Paris will welcome TIFF festival-goers from September 7 to 10 and provide them with a Parisian-café-style experience.

“Film-wise, we are proud to be sponsoring the Platform competition,” declared Roland Coppens, Commercial Director Air France-KLM Canada. “Outdoors, we are delighted to be adding a French Touch to Festival Street, with a pop-up bistro where festival-goers will be able to enjoy a typical French-café experience complete with macarons.”

“We are glad to be supporting Air France with the Air Bistro Paris, and we hope to see a lot of festival-goers there,” stated Mélanie Paul-Hus, Director for Canada, France Tourism Development Agency (Atout France). “France is the cradle of the cinematic arts. Its capital, Paris, brims with cultural sites that both filmmakers and travellers draw inspiration from.”

Two contests organized jointly with Atout France

On the festival site, visitors will have a chance to win one of two upscale stays in France. The “Win a Trip to Cannes 2018” includes two Business-class tickets from Toronto to Nice on Air France, one night at The Carlton Cannes hotel covering breakfast, lunch and dinner, and a seven-night stay at Club Med's Opio Resort in Provence May 5 to 12, 2018. The prize also includes attending a 2018 International Cannes Film Festival Gala.

The second giveaway, “#ParisJetaime” trip, will take the winners to Paris on board Air France, also in Business class, for a five-night stay at the four-star Secret de Paris hotel, breakfast included. The prize includes dinner for two at the La Réserve Paris hotel's Le Gabriel, the famous two Michelin star restaurant, and finally, two-day Paris Museum Passes courtesy of the Paris tourism office and a visit to the famous Harcourt Studios in Paris.

Entries will also be accepted online, at www.france-prestige.ca/.

On September 9, the three winners of double passes to the VIP Experience contest will be Air France's guests for the red-carpet première of "The Leisure Seeker."

The 42nd edition of TIFF® will run from September 7 to 17. Air France is the presenting sponsor of the Platform programme, and will award the winner of this category aimed at showcasing the next generation of filmmakers. In 2016, the Platform programme included the 2017 Oscar winner for Best Picture, "Moonlight."

France and cinema

- An average of 10 films are shot in Paris each day, and 100 international productions each year.
- The *Côte d'Azur* bustles each year in May, when it hosts the Cannes Film Festival, which turned 70 in 2017.
- The world's first paid public screening of a movie took place in Paris on December 28, 1895, and it was given by the Lumière brothers, widely regarded as the inventors of the cinematic arts.

About Air France

Cinema has been part of Air France's DNA and an essential part of the travel experience since the airline screened its first in-flight film in 1966. This reflects Air France's commitment to support and promote the cinematic arts. Air France operates one of the largest movie theatres in the world on the 38,000 personal screens that equip its long-haul fleet through a rich and diverse selection of up to 1,200 hours of video on demand.

Air France flies daily out of Toronto-Pearson to Paris-Charles de Gaulle. Effective November 20, travellers on this route will fly aboard a Boeing 787-9. Air France's Dreamliners are equipped with 30 Business-cabin seats, 21 Premium Economy-cabin seats, and 225 Economy-cabin seats.

About the French Tourism Development Agency

The mission of Atout France is to contribute to the development of the tourism industry, France's leading economic sector. Atout France, the only operator of the State in the field of tourism, has the mission of contributing to the enhancement of the attractiveness of France's destination and the competitiveness of its companies, sectors and destinations. With 33 offices in 30 countries and close collaboration with the Embassies network in nearly 70 markets, the Agency has a thorough knowledge of international tourism customers and distribution actors.

For more press releases and the latest news on Paris, go to: <http://ca.media.france.fr>

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