

MARINA FOÏS LAURENT LAFITTE
DE LA COMÉDIE FRANÇAISE

PAPA OU MAMAN 2

UN FILM DE MARTIN BOURBOULON

2 PAPAS, 2 MAMANS, 2 FOIS PIRE !

AU CINÉMA
LE 7 DÉC



News bulletin – Paris, 22 November 2016

**Indigo is the official partner for the film "Papa ou Maman 2"
("Daddy or Mommy 2")**

**To celebrate the film's release, Indigo is launching a competition to win
a family holiday in la Réunion island**

Indigo, global leader in parking, is sponsoring the 7 December cinema release of the film "Papa ou Maman 2" ("Daddy or Mommy 2"), directed by Martin Bourboulon and starring Marina Foïs and Laurent Lafitte. The second film in this offbeat, funny family comedy series features Marina Foïs' character working for Indigo as a works supervisor.

In several scenes of the film, the audience find out **what goes on behind-the-scenes in the parking business**. One scene was filmed on the site of the new car park at Bordeaux-Saint-Jean station, and another features a reproduction of Indigo premises, created especially for the film.

This partnership also provides an opportunity to highlight the technical professions within the parking business and shows that these positions are not just for men.

To promote the release of the film, Indigo has rolled out a **comprehensive marketing campaign**, which includes a poster campaign, a radio advert, ad inserts at reception desks and payment machines as well as bollard cover advertising on toll barriers.

Indigo is running a national competition in cooperation with Worldia until 3 January 2017, offering the chance to win a family holiday for four in Réunion as well as lots of other prizes. To enter, visit [Indigo's site](#) and fill in the entry form. The prize draw will be held on 4 January 2017.



Link: <http://www.parkindigo.fr/fr/events/grandjeupapaoumaman2>

About Indigo

Indigo (formerly Vinci Park) is now owned equally by Ardian Infrastructure and Crédit Agricole Assurances, each owning 49.2% of the business. Vinci is no longer a shareholder in Indigo.

Indigo, the global leader in parking and personal mobility, is a French Group that employs 16,000 people in 17 countries and across 500 cities. It is the only operator in the sector with a presence on three continents and for all types of parking: street, multi-story and shared private car parks. Indigo operates over 4,200 car parks worldwide, with over 2.1 million parking spaces and more than 2,500 km of street parking. Indigo supports public and private sector customers (hospitals, shopping centres, stations, airports, etc.) and has developed personalised parking services for users, while making the city a more pleasant and fluid place to be. With a flourishing mobility market, estimated at €100bn by 2025, Indigo is a key player in the mobility of tomorrow. Indigo. Making space for the future. www.parkindigo.com

About Hill Valley

This partnership was organised and managed by Hill Valley. Hill Valley is an agency that specialises in product placement, promotion and brand content.

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