



Press
Release

LA
COURSE



CENTAURUS

HOSPITALITÉ 0210000

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100 YEAR, 100 RUNNING DAYS,
CENTAURUS GROUP
LAUNCHES THE SOLIDARITY CHALLENGE
#TOUSEN100BLE SPONSORED
BY CAMILLE LACOURT





100 years, 100 running days, Centaurus Group launches the solidarity challenge #TousEn100ble, sponsored by Camille Lacourt

On January 9th, 2023, on the occasion of 100th anniversary of the Albar family's hospitality history, Centaurus group (including the Maison Albar Hotels collection) launches a sport solidarity challenge sponsored by Camille Lacourt, for the benefit of the construction of a hotel school in Ivory Coast.

CELEBRATE THE 100TH ANNIVERSARY OF THE ALBAR FAMILY HOSPITALITY'S HISTORY

It was in 1923 that the great-grandparents of Céline Falco (born Albar) arrived in Paris and opened their first hotel. In 2023, four generations later, the family hospitality history remains. Céline Falco and her husband Jean-Bernard Falco, associated with Grégory Pourrin, manage nowadays a group of 43 hotels in France and abroad, including 18 (opened or in plan) for the collection of the 5 stars boutique hotels, Maison Albar Hotels.



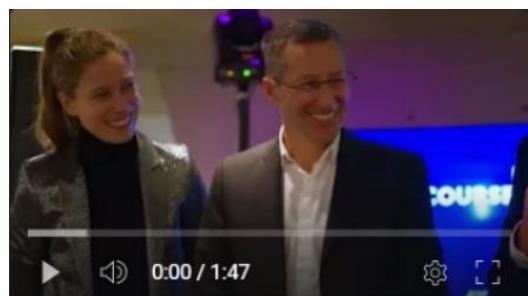
Illustration : ©Kanakano



On the occasion of the Centaurus group party at the Parc des Princes in November 2022, Céline Falco threw down a challenge to the collaborators, partners and clients:

« It's been a century, 1923-2023, since history really began. In 2023, we will say to ourselves that #TousEn100ble, we will celebrate our 100 years, by doing over 100 days, the equivalent of 100 marathons. » - Céline Falco (born Albar), General Manager and Associate Founder of Centaurus group / Maison Albar Hotels

Watch the [announcement video](#):

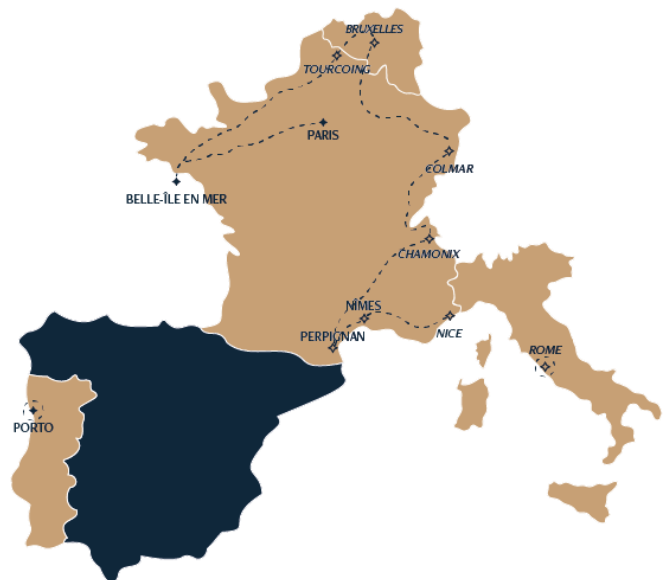




RUN #TOUSEN100BLE TOWARDS EACH DESTINATION OF THE GROUP

Each week, teams of 10 collaborators + 2 external persons (client, partner, student) will leave on Monday noon until Thursday noon. 4 running days to achieve a distance of 170 km in a collective relay: it is #TousEn100ble that the teams will cover these kilometers, each participant will contribute to the collective counter. The challenge is open to everyone, whether it's a short or long distance.

- The challenge will start in **Paris** from **January 9th to 12th**: starting point from Maison Albar Hotels – Le Vendome for a tour liking all the Parisian addresses of the group (about 20) and the emblematic monuments.
- A second team will travel to **Rome** from **January 16th to 19th**, where Centaurus Group has just announced the takeover of the Giulio Cesare hotel which will close just after this race in order to carry out works and will reopen as Maison Albar Hotels 5* in 2025.
- The team from **Porto** (Maison Albar Hotels – Le Monumental Palace) will run from **January 23 to 26**.
- After these 2 foreign destinations, the course will start again in Paris to connect the different destinations of group:
 - Paris Vélizy – Belle-Île-en-Mer (Relais & Château Castel Clara)
 - Belle-Île-en-Mer – Tourcoing (Maison Albar Hotels – Hauts-de-France)
 - Tourcoing – Brussels (L’Hôtel Métropole)
 - Brussels – Colmar (Maison Albar Hotels – Le Chasseur)
 - Colmar – Chamonix (Maison Albar Hotels – Le Couttet)
 - Chamonix – Nîmes (Maison Albar Hotels – L’Imperator)
 - Nîmes – Perpignan (Centre del Mon)
 - Perpignan – Nice (Maison Albar Hotels – Le Victoria for the opening, end of 2023)



This challenge will last **100 days** (25 weeks), from January to December 2023: **100 days of race** for a total of **4,250 km**, the equivalent of **100 marathons**.



A CHALLENGE OF SOLIDARITY ABOVE ALL

Eager to support the Ivorian hotel industry and to strengthen the tourism assets of Ivory Coast, the Centaurus Group has the desire to create a hotel and hospitality school to open and train the Ivorian youth to the hospitality industry and thus, allow Ivory Coast to meet the growing needs of manpower in this sector. Also, Centaurus Group is currently developing 2 Maison Albar Hotels in Abidjan; Maison Albar Hotels - Le Plateau and Maison Albar Hotels - Le Jardin d'Eden.

Perspective Maison Albar Hotels – Le Jardin d'Eden
(Abidjan)



For this, **each kilometer #TousEn100ble ran will raise 1€ for the construction of the school.** The fund will also be boosted by additional challenges throughout the year, partners or sales of external bibs (on sale on the website www.groupecentaurus.com).

LET'S TAKE THE CHALLENGE #TOUSEN100BLE



Sponsor and coach of the #TousEn100ble challenge, Camille Lacourt joined the adventure, finding himself in the values advocated by Centaurus Group and the social dimension of this project.

« When Céline Falco told me about this great collective project that the Centaurus Group is undertaking for the 100th anniversary, I immediately agreed to be its sponsor and coach. I find it remarkable that all the employees are mobilizing to create a hotel school in Ivory Coast, so that others can also live the passion of their professions. All together, we will take up this incredible challenge! » - Camille Lacourt

All the employees of the Centaurus Group (headquarters and hotels) are mobilized and will run in turn throughout 2023. In order to give everyone the opportunity to participate in the challenge, the Centaurus Group is also opening participation to outsiders upon registration: go to www.groupecentaurus.com (bib sold at the price of 300€ HT (excluding transport), including 1 day of supervised race, a lunch, a dinner and an overnight stay, as well as a donation to the hotel and catering school in Abidjan).

SAVE THE DATE

On January 9th, 2023, a first team will start the challenge #TousEn100ble, in Paris with a departure from Maison Albar Hotels – Le Vendome, following the launch press conference (11:30am).

The challenge will be reported daily on the dedicated page of www.groupecentaurus.com, as well as on the Instagram page @[GroupeCentaurus](https://www.instagram.com/GroupeCentaurus) and through the #TousEn100ble.





Centaurus is an independent French hotel group created by Jean-Bernard Falco, Céline Falco and Grégory Pourrin, whose ambition is to become a reference in Europe and around the world. Already present in France (Paris and its region, Belle-île-en-mer, Nîmes, Perpignan), in Europe (Porto, Rome and Brussels) and in China thanks to its 42 hotels, 24 restaurants (including Duende, 2 stars in the Michelin Guide and Le Monument, 1 star in the Michelin Guide), 13 spas and 1 thalassotherapy, the Centaurus group is developing destination after destination to offer its guests an Odyssey of new experiences, all unique but with the same family spirit.

More information on:

www.groupecentaurus.com

Maison Albar Hotels is the 5-star boutique hotel brand of the independent French group centaurus, created by Céline Falco (born Albar), Jean-Bernard Falco and Grégory Pourrin. Combining with passion the know-how of a family of four generations of hoteliers, Maison Albar Hotels is a collection of houses all unique but with the same family spirit, where French elegance is combined with the cultural imprint of the place to offer each guest a memorable experience. The establishments are created on a human scale so that families, couples and business travelers feel welcomed as if they were at home. Present in France, Europe and China, Maison Albar Hotels sees itself as the ambassador of warm french luxury where savoir-vivre, a taste for beauty and culture are combined.

More information on:

WWW.MAISON-ALBAR-HOTELS.COM

About Centaurus Group

About Maison Albar Hotels

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