

Chamonix Mont-Blanc 25th May 2018

CHAMFEST - the new fun-filled lifestyle festival for all the family in Chamonix Mont-Blanc - 15th, 16th & 17th June 2018

Best-loved children's cartoon character **Peppa Pig** will take centre stage in the dedicated **Kids' Zone** of CHAMFEST, the new boutique lifestyle festival for all the family that kicks off the summer season in Chamonix Mont-Blanc, from 10AM to 10PM on Friday 15th, Saturday 16th and Sunday 17th June 2018. Excellent value family tickets (2 adults + 2 children 6-12yrs – under 6yrs go free) cost just 99€ for all three days of CHAMFEST.

There is masses of family fun to be enjoyed throughout the whole of CHAMFEST: **Peppa Pig** will be at the festival on Friday afternoon and all day Saturday and Sunday for her young fans to meet and cuddle. Other entertainment and creative activities for children are being given by **La Petite Folie** and **Oui-Care**, including face-painting, arts and crafts, active story telling and discovery games. **Le Parc en Folie** will be in the **Kids' Zone** on all three days with a 10m long inflatable caterpillar structure for children aged 3 to 12 years to crawl around and through, at the small price of 3€ for 3 turns.

In addition to the lively headline music acts on the main stage of CHAMFEST every evening, there will be a kids' version of a headphone unheard disco by **Silent DJ** on Saturday afternoon. While **Globule Radio**, the brilliant new radio station produced and presented by local children, will be broadcasting on **90.5FM** throughout the festival as **CHAMFEST Radio**. Youngsters can meet the on-air team and sign up for workshops in radio production.

All three days of CHAMFEST will see artist and climber **Andy Parkin**, who made Chamonix his home 25 years ago, hosting interactive art workshops in painting with children. Andy works regularly with children, at his studio and gallery La Pharmacie des Artistes in Argentière, to help them develop their artistic talents, which he also does in Nepal, as part of Community Action Nepal. **Andy** brings back from Nepal art works by pupils of the Bahrabise school which he displays and sells in La Pharmacie.

Italian caricature artist **Jacopo** will be capturing the spirit of the festival in cartoons and available on all three days for an instant commission of a caricature souvenir. Local lifestyle publisher **LifeMaker** will present their family travel

guides covering the Rhône-Alpes and Romandy (Swiss French) regions, with games and discovery information, from their stand in the CHAMFEST village.

Chamonix-based **Zumba** dance instructor **Monica Andrei** will be sharing her passion for dancing and showing how to improve movement and fitness, through easy and fun choreography sessions for both adults and kids throughout CHAMFEST. **Monica's** fitness dance classes use up-beat music from around the world and she will also be hosting line-dancing sessions for children on Saturday and Sunday afternoons in the dedicated CHAMFEST **Kids' Zone**.

On Sunday 17th June, the association **Plantes Magiques** will be offering short botanical walks around the Domaine des Planards, where the CHAMFEST site is located. These are outings accessible to the whole family, hosted and supervised by the **Plantes Magiques'** own 'fairies', showing how to find and collect approved medicinal wild mountain plants, as well as sharing their traditional recipes for tinctures, cosmetics and herbal remedies.

La Compagnie des Guides, Chamonix Mont-Blanc's mountain guiding company, will have an inflatable wall on all three days of CHAMFEST, as a soft and fun introduction to climbing, supervised by guides and with security gear provided. The Chamonix guides will also be organising treasure hunts around the CHAMFEST site on Friday afternoon and all day on Saturday and Sunday. These activities hosted by **La Compagnie des Guides** are free, with the possibility of making a donation to their **Caisse de Secours** charity which aids the families of injured or lost mountain guides. CHAMFEST will also be supporting the charitable association for the **PGHM** mountain rescue team, called **Crampons des Cimes**. The **PGHM** is the high mountain branch of the local military police and is the central emergency service which organises all mountain rescues. **Crampons des Cimes** offers support in the personal or professional lives of the gendarmes who make up the **PGHM**. When ordering and buying CHAMFEST tickets online, you can choose the option to donate to one of these good causes: CHAMFEST will collect these monies on behalf of both the **Caisse de Secours** and **Crampons des Cimes** and all donations will be split equally between them when the festival is over.

The leaders of **SITOM**, the waste management authority for the Mont-Blanc region, will inform young and old about waste management, providing information on sorting trash, reducing waste, composting and recycling on **Friday 15th June** and **Saturday 16th June** from their stall in the festival village. **SITOM** will also have a booth travelling around the CHAMFEST site to meet festival-goers with games for children and documentation on waste management.

As well as being a fun-filled family festival, CHAMFEST is all about celebrating what there is to love about Chamonix Mont-Blanc, with much more on the programme to be discovered and enjoyed, so be sure to watch the website for details and to book tickets: <https://chamfest.fr/en/programme-2018/>. There are a number of special offers for all the family available through CHAMFEST:

- CHAMFEST is located in the **Les Planards** recreation park near the centre of Chamonix Mont-Blanc, where you can ride the **summer luge on rails** and festival goers get a second luge descent free with every luge ticket bought, upon showing their CHAMFEST ticket or wristband. Children can ride the luge from 3 years old, with 3 to 7 year olds accompanied by an adult.
- The Chamonix adventure tree **AccroPark** is across town in Les Gaillands and CHAMFEST ticket holders get a half-priced second entry when they buy one entry ticket showing their CHAMFEST ticket or wristband. This offer is valid until 1st July 2018.
- Get some altitude and fly like a bird on a **tandem parapente flight** with **ChamSnow**: CHAMFEST discount, available on a flight taken from Brévent-Planpraz between 15th June to 1st July 2018: 1hr for 100€ instead of 110€, by showing your CHAMFEST ticket or wristband on booking.

As a family friendly festival that is considerate of its neighbours, CHAMFEST will close at 10PM every evening to ensure there is no disturbance. CHAMFEST is also an environmentally conscious and eco-friendly festival: activity providers and catering suppliers will use biodegradable packaging for products used and all food consumed on site and all drinks partners will be supplying reusable cups, to minimise the waste the event produces.

Local tour operator Chamonix All Year, celebrating their 15th anniversary and the main sponsor of CHAMFEST, is offering a 15% discount on all of their accommodation booked in Chamonix for the festival and there are other hotel groups in the Chamonix valley offering 10% off bookings for the festival, too: <https://chamfest.fr/en/festival-info/accommodation/>, as well as further accommodation information available on the local tourist office website: www.chamonix.com. For festival travel packages and airport transfers, CHAMFEST partner Chamonix Valley Transfers (CVT) are giving 10% off all bookings for festival goers: <https://chamfest.fr/en/festival-info/travel/>.

For more information: www.chamfest.fr www.facebook.com/CHAMFEST

<https://chamfest.fr/en/book-tickets/>

<https://www.youtube.com/channel/UCoALjL3WJvXwFtBa4k8ksmg>

For further press information or interview requests, please contact:

Belinda Buckley: +33624774788, belinda.buckley@lineone.net

www.belindabuckley.com