



Eurostar to Sponsor the Coubertin Olympic Awards

London – 31 May 2010: The International Pierre de Coubertin Committee (CIPC) and the Institute of Business Ethics (IBE) are delighted to welcome Eurostar as a sponsor of the Coubertin Olympic Awards.

Eurostar joins EDF Energy and BP as a major corporate backer of the awards, a student essay competition exploring how businesses can apply the Olympic ideals to balance commercial success with their social responsibilities.

Eurostar's CEO, Nicolas Petrovic, said: "The Coubertin Awards are a fantastic initiative designed to remind us of the universal values that lie at the core of the Olympic Games. This will help an upcoming generation of leaders come together over a common set of sustainable, ethical business principles."

As well as providing financial support to the competition, which offers winning teams cash prizes of £2,000, Eurostar will sit on the competition's jury and participate in forthcoming events organised by the Coubertin Olympic Awards.

For more information

For information on how to apply and on upcoming events, please visit:

www.coubertin-awards.org.uk

For all media enquiries, please contact:

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About the Coubertin Olympic Awards

The Coubertin Olympic Awards are an annual student essay competition and conference programme aiming to promote research into how the Olympic ideals of fairness, integrity and openness can be applied to today's business practices. They are co-organised by the International Pierre de Coubertin Committee and the Institute of Business Ethics, under the Patronage of HRH The Princess Royal and recognised by LOCOG under the "inspire" programme. The Awards are sponsored by EDF Energy, BP and Eurostar.

www.coubertin-awards.org.uk

About Eurostar

Eurostar provides high-speed passenger rail journeys between St Pancras International, Ebbsfleet International, Ashford International, Paris, Brussels, Lille, Calais, Disneyland Resort Paris, Avignon and the French Alps. It also connects with domestic services in the UK and provides onward connections to destinations across mainland Europe.

Eurostar is the Official International Rail Services Provider for London 2012, providing arrival and departure services at St Pancras International for those competing and working at the Games who are travelling to London on its trains. Eurostar is also a partner of the French and Belgian National Olympic Committees.

www.eurostar.com

About the International Pierre de Coubertin Committee

The International Pierre de Coubertin Committee (CIPC) was founded in 1975 to ensure Pierre de Coubertin's ideals of excellence, fairness, participation and peace remain part of the overall philosophy of the Olympic Games. The CIPC is a private initiative, recognised and funded by the International Olympic Committee (IOC).

www.coubertin.ch

About the Institute of Business Ethics

The Institute of Business Ethics (IBE) was established in 1986 to encourage high standards of business behaviour based on ethical values. It is a registered charity (No. 1084014) funded by a combination of companies, associations and individuals. Its charitable aim is to raise awareness and spread best practice in the field of business ethics through the activities it undertakes.

www.ibe.org.uk