

PRESS RELEASE

**A simple act, a powerful impact:
Columbus Hotel Monte-Carlo engages the Principality's culinary community in an initiative rooted
in sustainability and solidarity**



At Columbus Hotel Monte-Carlo, Curio Collection by Hilton, our commitment to sustainability meets our dedication to meaningful partnerships. In collaboration with **Fondation Flavien**, we are proud to launch a new eco-conscious initiative: To engage restaurateurs across the Principality in **collecting and recycling corks**, in support of Fondation Flavien's fight against pediatric cancer.

As a hotel proudly engaged in responsible hospitality, we are proud to introduce an original **cork collection** campaign across restaurants in the Principality. According to **Eva Ayme**, Talent & Culture Manager, who spearheaded the project, the goal is twofold: to reduce the environmental footprint of the hospitality industry and to support Fondation Flavien, a recognized force in pediatric cancer research and support.

Who is involved ?

This initiative is led by the Columbus Hotel Monte-Carlo team, with the support of Fondation Flavien, recognized as serving the public interest since 2017 and committed to research on rare pediatric cancers, as well as supporting affected families. Many restaurants, like Norma, Chez Pierre, Les Perles de Monaco, Graziella, Bellavita, El Mercado by 3 Tapas, have already stepped up in support of this cause and our collective mission, and we hope many more will join the effort.

How does it work?

Restaurants are invited to set up a dedicated cork collection point. Every two weeks, the corks are gathered and recycled through a specialized channel. 100% of the proceeds from this recycling effort will be donated to Fondation Flavien. The collection has already started in the beginning of 2025 and is underway across the Principality.

Why does it matter?

Because a discarded cork is waste, but a recycled cork becomes a gesture of hope. This initiative raises awareness about protecting natural resources, while offering tangible support to a human and medical cause. The research co-funded through this initiative has already led to a promising clinical trial (MEPENDAX, currently underway in France). It is also an opportunity for participating venues to align with a purposeful action that demonstrates clear commitment and resonates positively with the public.



More about Columbus Hotel Monte-Carlo: <https://www.columbushotels.com/>

More about Fondation Flavien: <https://www.fondationflavien.com/>

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