



Château de la Messardière
Hôtel & Spa ★★★★★ Saint-Tropez
PALACE

Press release
Paris, May 2016

The Princesses' Rally from 28 May to 2 June 2016 Château de la Messardière supports the autism charity OVA*

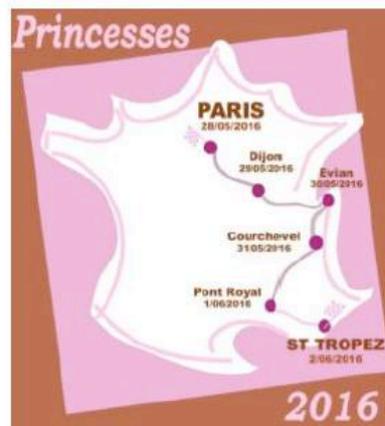
Following their partnership back in 2013, this year Château de la Messardière and Domaine de Bertaud Belieu will be participating in the 17th Princesses' Rally in aid of a noble cause: the autism charity **OVA - Objectif Vaincre l'Autisme**.

Their "Princesses" for 2016 will be Sylvie Jarier, wife of the F1 driver Jean-Pierre Jarier, with Sabine Planquart as her co-driver. The team will set off behind the wheel of a superb Ferrari 328 GTS, to drive across France in aid of a cause and a charity to which they are particularly attached: OVA - Objectif Vaincre l'Autisme.

Over the 16 years since it was launched by Viviane Zaniroli in 2000, the **Princesses' Rally** has become an unmissable rendezvous in the women's motor sports calendar. In a true blend of sport and glamour, these exclusively female teams will be taking to the road between **28 May and 2 June 2016** in some old and prestigious vehicles, most of which are collectors' cars.

From Paris to Saint-Tropez, they will cover 1,600 kilometres over some of France's most picturesque side roads through a total of 5 stages, including one on the mythical Magny-Cours Circuit, to finish with the always eagerly-awaited arrival at the Place des Lices in Saint-Tropez.

All along the route, our two "Princesses" will be aiming to raise awareness about autism and raise funds for OVA.



Media, partners, keen enthusiasts and the simply curious, all are invited next Saturday, 28 May, to Place Vendôme in Paris (exceptionally closed to public traffic for the day) to admire the 80 or so collectors' cars.

Since its creation in 2005, OVA France has been an innovative actor in helping those affected by autism (behavioural therapy, support and training). The association currently supports 31 children and teenagers suffering from autism, together with their families, thanks to a team of 25 professionals (psychologists and special needs teachers) who benefit from the very latest training concerning autism and applied behaviour analysis (ABA). OVA, headed by Hélène Meyrieux and directed by Guy Colliard, counts some 200 members.

Since 2011, the association continues to manage an experimental structure comprised of 2 centres in Haute-Savoie, France. In 2014 it also launched a personal care service specialising in autism.

The aim of OVA France is to help those on the autism spectrum to integrate a normal environment. To achieve this, the association works to make the benefits of behavioural therapy better known and contributes to improving the way autism is viewed, in order to create a more inclusive society.

*Objectif Vaincre l'Autisme



17th Princesses' Rally - Programme

Saturday 28 May 2016: Checks day at the Vendôme Pavilion
Potel & Chabot Place Vendôme, Paris

Sunday 29 May 2016: 1st stage – 391 km – 4 regularity tests
Paris - Montigny - Dijon: "Between vines and rivers"

Saturday 30 May 2016: 2nd stage – 336 km – 4 regularity tests
Dijon - Vouglans Lake – Evian "From lake to lake"

Saturday 31 May 2016: 3rd stage – 297 km – 4 regularity tests
Evian - La Clusaz - Courchevel "The Alps"

Wednesday 1 June 2016: 4th stage – 408 km – 5 regularity tests
Courchevel – Gap – Pont Royal "The Marathon"

Thursday 2 June 2016: 5th and final stage – 231 km – 3 regularity tests
Pont Royal - Commanderie de Peyrassol - Saint-Tropez "The Provençal"

- A total of 30 regularity sections.
- This is not about high speed racing, but respecting a set average speed.
- 1,600 kilometres, at an average of 300 to 350 km/day, over some of France's most picturesque back roads.

Finish: Place des Lices, Saint Tropez, and Gala evening.

For this particular cause and this competition our team is generously supported by:

- Château de la Messardière, 5 star Palace hotel - Saint-Tropez
- Domaine Bertaud Belieu - Saint-Tropez
- Prokat Car hire - Gassin
- Coyote System - Suresnes
- MRS - Rueil-Malmaison

- Maison Blanc Bleu - Saint-Tropez
- Bijouterie Schaming - Saint-Tropez
- JP Jarier Events – Monaco

In addition OVA will receive € 10 from Domaine Bertaud Belieu for each case of their "Cuvée des Princesses" rosé sold during the course of the rally.

A commitment that is set to continue for Bertaud Belieu and the Château de la Messardière...

The Bertaud Belieu Prize, organised in the form of a prize draw, will offer the winner free registration for the Autumn Princesses' Rally, aboard the **Bertaud Belieu - Château de la Messardière** car.

www.rallyedesprincesses.com

www.ovafrance.fr



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