



## PRESS RELEASE

### EDUCATION AND YOUTH

# Libellud launches its business foundation

**Premier independent board game publisher in France, Libellud is creating its own business foundation. Its mission: to support projects providing assistance for youth and education.**

**Poitiers, 11 October 2019.** Since their initial appearance in 1990, business foundations have generally consisted in large corporate groups. Few SMEs have crossed the Rubicon; Libellud is the exception that confirms the rule. Based in Poitiers, the board game publishing house (20 employees; 9,5M€ of sales revenues), which is well-known throughout the world due to its best-selling Dixit, has just created its own foundation. It will officially announce the news during the Internationale Spieltage SPIEL trade fair, the global showpiece of game editors, which will take place at the end of October in Essen, Germany.

#### **3.3% of sales revenue as an endowment fund**

According to the first independent French publisher and its founder, Régis Bonnessée, the philanthropic initiative reflects the values and the sense of societal commitment characterizing the company. *“ As economic players, we are called upon to generate wealth, to create added value, jobs, innovations... but it is also our duty to act, to get involved here and now, in proximity, so as to contribute to development of our territory. That is the road we have decided to take, the mission of our foundation being to support public interest projects in fields close to our ecosystem: youth and education ”.*

Wishing to preferentially support nationwide as well as locally based projects, the Libellud Foundation has unhesitatingly invested 1M€ over a three-year period, an unusually large endowment; whereas the ten most important French foundations dedicate an average 0.01% to 0.15% of their sales revenues to foundations, Libellud is earmarking 3.3%.

*“ The mission of our foundation is to detect, to support and to interconnect inspiring projects by privileging outgoing actions with an impact on society. Collaboration and innovation are the heartbeat of all our programs ”,* indicates Mathieu Chaveneau, executive director of the foundation.

In order to help award recipients to further their projects, the Libellud Foundation has designed two support programs. The first one (Explore) provides a financial boost for the initiator of a promising project who wishes to explore a concept or draw upon an idea. The second one (Eureka) is meant to support over time the development of projects having “graduated” from the creation stage.

#### **Employee sponsorship**

As a socially oriented company, Libellud has opted for a participative approach. That is why it wished to involve its employees in the foundation adventure by allowing them to select the candidates to support and permitting them to sponsor projects over time. *“ We want our team members to fully appropriate this foundation. It is our way of endowing their company commitment with additional meaning ”,* states Régis Bonnessée.

As of now, two applications have been favorably received. The first one is aimed at favoring the success of first-year university undergraduates (Etu21). The second one is designed to animate a community of teachers by connecting them with one another and developing innovative educational projects (Faiseurs de liens/ Connection builders).

## Regarding Libellud...

Specialized in board game publication, created in 2008 by Régis Bonnessée, over a single decade Libellud has attained the status of a major market player.

Implanted in the Poitiers town center, the publisher rapidly achieved success thanks to its first game, Dixit. Brainchild of the Poitiers-based child psychiatrist Jean-Louis Roubira, based on visual communication, association of ideas and imagination, in 2009 this magical board game was awarded the "golden ace" as game of the year at the annual International Games Festival of Cannes.

Other awards have been given in various locations, including the prestigious German *Spiel des Jahres* prize in 2010. Quite recently, Dixit received the Diamond Climber award, which is given to the most widely sold board game throughout the world and presented by the *Union des éditeurs de jeux de société* (board game publishers' union).

All in all, more than 6 million Dixit boxes have been sold in 31 languages in 42 different countries, and 9 extensions have seen the light of day.

On a parallel track, Libellud has given birth to fifteen other original games revolving around imagination, dreams and sharing, engendering the alternative universes known as Mysterium, Dice Forge, Loony Quest, Obscurio...

The company has 20 employees (graphists, game designers, developers...) and presents 9,5M€ of sales revenues, 80% of them through exportation (United States, Germany, Poland, Italy, Spain...).

In June 2016, Libellud created Libellud Digital. An independent video game studio situated in central Poitiers, it employs five persons, one of whose tasks consists in developing an online version of Dixit (Dixit World).

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