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## Press Release

Rueil-Malmaison, novembre 7, 2019

### **The Apprenti'Bus program of Sport dans la ville fights against school dropout with PSA Foundation.**

- **Since 2012, the « Apprenti'Bus program has been supporting more than 180 children from priority education districts throughout the school year.**
- **Two buses, financed by the PSA Foundation, and equipped with a multimédia, room criss-cross Lyon's districts. A third bus will be used to deploy the program in Grenoble and Chambéry in 2020.**

*"The PSA Foundation supports this mobile solution to combat early school leaving. We are convinced that it is important to act before entering 6th grade to ensure the acquisition of fundamental notions such as reading, writing and oral expression. Three characteristics have seduced us in this Apprenti'Bus program: it picks up young people in their neighbourhoods, when they leave the sports fields, it offers them an innovative and fun approach, and it ensures their attendance by involving parents and teachers in monitoring progress objectives. ", says Karine Hillaireau, General Delegate of the PSA Foundation.*

For Philippe ODDOU, General Director of Sport dans la Ville: Sport in the City supports young people over time on the path to professional integration. With sport, we work on their values and skills. The Apprenti'Bus program allows us to complete this work with communication skills and the development of their confidence. The unique pedagogy of this program builds loyalty among children, and conveys the pleasure of learning and enthusiasm. We want to give children the energy and skills to make a successful transition to college. »

The Apprenti'Bus travels to the cities of Bron, Décines, Givors, Lyon, Rillieux-la-Pape, Vaux-en-Velin to provide school support for children aged 9 to 11. These are free weekly tutoring sessions to learn while having fun. In small groups, 9 to 10 children are welcomed by workers on the bus equipped with computers.

[The Apprenti'bus program](#) is part of a broader scheme set up by Sport in the city that combines life skills, learning and access to employment for people aged 6 to 30. During school holidays, buses are used by the Job dans la ville professional integration program, which is aimed at young people aged 14 and over.

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## About Sport dans la ville

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Created in 1998, Sport dans la ville ensures the establishment and supervision of sports centres in difficult neighbourhoods. All the programmes developed by the association make it possible to promote the social and professional integration of 7,000 young people from priority districts of the City Policy. To ensure that every young person finds their way to employment, Sport dans la Ville has created the programs:

- Apprenti'Bus: reading, writing and communication workshops for the 280 children.
- L in the City for the emancipation and professional integration of 1,400 young girls from the Association.
- Job in the City to help 1,300 young people, from the age of 15 to succeed in their orientation and professional integration.
- The Entrepreneurship Business Creation Assistance Program in the City, which has enabled 198 businesses to be created since 2007.



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### ***About PSA Foundation: Solidarity mobility at the heart of our actions***

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[PSA Corporate Foundation](#), created in June 2011, was born out of Groupe PSA's desire to actively contribute to the development of solidarity and inclusion around the central theme of mobility. It is a strong part of its social responsibility policy, expressed through support for innovative local initiatives and management of national partnerships. In 6 years of activity, PSA Foundation has supported more than 500 projects led by associations, NGOs and general interest organizations

Médiathèque : [medialibrary.groupe-psa.com](http://medialibrary.groupe-psa.com)



Philippe ODDOU, General Director of Sport dans la Ville, et Karine HILLAIREAU, General Delegate of the PSA Foundation