



MEDIA KIT - Yachts du Coeur 2025

Uniting the Yachting World for Humanitarian Impact in the French Mediterranean

Quick Facts

- **Event:** Yachts du Coeur 2025
- **Goal :** Yacht Surplus Collection Drive
- **Dates:** September 1 - October 24, 2025
- **Beneficiary:** French Red Cross
- **Coverage Area:** All ports from La Ciotat to Monaco
- **Closing Event:** Solidarity Human Chain, October 24, 2025
- **Founded:** 2010
- **Mission:** Mobilizing the yachting community to deliver surplus goods to vulnerable populations along the French Mediterranean

Contact

Jean-Luc Annone, Président

✉ president@yachts-du-coeur.com

🌐 <https://www.yachts-du-coeur.com>

When Luxury Meets Compassion

From September 1 to October 24, 2025, the Yachts du Coeur campaign will mobilize crews, captains, and yacht management companies across the Mediterranean to collect surplus goods for the French Red Cross, helping thousands in need.

Key Messages

- Poverty rates exceed 21% in Riviera cities like Cannes and Nice.
 - The yachting community can provide valuable surplus goods-food, linens, equipment-directly to local families.
 - Since 2010, Yachts du Coeur has transformed unused luxury into humanitarian aid.
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Quotes

"When yachts share their heart, they can change lives. Our mission is to connect the world of maritime luxury with communities facing hardship - because generosity should be part of the journey."

- **Jean-Luc Annone**, President, Yachts du Coeur

"This partnership is proof that every industry can be part of the solution to poverty. Together, we are delivering hope along with essential aid."

- **Representative, French Red Cross**

Event Details

The Surplus Collection Drive runs from September 1 to October 24, 2025, in all ports from La Ciotat to Monaco. The campaign ends with the Solidarity Human Chain on October 25, linking maritime professionals and humanitarian workers.

Photo & Video Opportunities

Media can capture images of crews unloading supplies, the Solidarity Human Chain, and French Red Cross distribution activities.



[Open Video Yachts du Coeur Human Chain](#)

 *Watch the video : Yachts du Cœur – Chaîne Humaine*

About Yachts du Coeur

Founded in 2010, Yachts du Coeur connects the luxury maritime sector with humanitarian organizations, ensuring surplus goods from yachts directly benefit vulnerable communities along the French Mediterranean.

About the French Red Cross

The French Red Cross delivers emergency relief, disaster response, and long-term support to those most in need across France and globally.

Official Partners

- Ville de Cannes, Port Pierre Canto, Camper and Nicholson's



- Ville d'Antibes, Port Vauban, Northrop and Johnson

