

**MEDIA RELEASE**

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**JCDecaux brings Zambrero's 'Plate 4 Plate' initiative to life in Out-of-Home**

JCDecaux has partnered with Mexican restaurant chain Zambrero to amplify its 'Plate 4 Plate' initiative in Out-Of-Home environments and encourage people to purchase a burrito or bowl, in the hope of providing millions of meals to those in need.

From this week, the JCDecaux component of the campaign will feature across its national large format digital network with a dynamic, real time Plate 4 Plate counter – for every delicious Zambrero burrito or bowl purchased, a meal is donated to someone in need. The live counter will update the number of meals donated by Zambrero across Australia with the line "Together we've donated this many meals to those in need."

JCDecaux Head of Creative Solutions, Ashley Taylor, said: "The Zambrero Plate 4 Plate initiative is a great opportunity to work on a campaign to make a difference. Leveraging Zambrero's owned data allows us to create a meaningful celebration of achievement on the streets across Australia. We hope that the live counter will encourage even more people to visit Zambrero and donate even more meals to those in need."

The campaign is part of Zambrero's global Plate 4 Plate initiative, which has a goal to end world hunger. The food retailer has been partnering with international hunger relief agency Rise Against Hunger to provide meals globally to communities who may not have access to adequate nutrition. In Australia, Zambrero also partners with Foodbank, donating a meal to someone in Australia for every retail item purchased.

Since Plate 4 Plate's inception, Zambrero and its customers worldwide have donated more than 39 million meals.

Zambrero Group CEO, Guy Haslehurst, said: "I hope the JCDecaux campaign will encourage the ongoing support of the Plate 4 Plate initiative. It recognises the amazing support we have received from our customers in reaching this significant milestone of 40 million meals donated. The JCDecaux counter is an innovative way of bringing our campaign to life outside of the restaurants and into the community."

The campaign will run until July 20.

**ENDS**

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## About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY19, JCDecaux reported revenue of approximately €3,890 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.

## Key figures

- 2019 revenue: €3,890m
- Present in 4,030 cities with more than 10,000 inhabitants
- A daily audience of more than 800 million people in more than 80 countries
- 13,030 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings
- 1,061,200 advertising panels worldwide
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)