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Committed Journalist



**Emmanuel Petit**  
Former International Footballer



**Olivier Goy**  
Founder of the Association «Les Invincibles»



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**Axel Allétru**  
Athlete



**Aurore Bergé**  
Minister for Gender Equality and Anti-Discrimination



**Alexandra Rossi van Weddingen**  
Entrepreneur and Founder of ALVA



**Clarisse et Ludovic Besombes**  
Co-Founders of the Association «Les Invincibles»



**Corélia de Castellane**  
Artistic Director of Dior Maison and Baby Dior



**Laurent Milchior**  
Manager of the Etam Group



**Véronique et Bernard Cazeneuve**  
Publisher and Former Prime Minister



**Stéphane Freiss**  
Director and Actor



## UNITING TOGETHER AGAINST ALS (Amyotrophic lateral sclerosis / Lou Gehrig's disease)

Etam is proud to collaborate with the associations «ARSLA» and «Les Invincibles» to support ALS research by selling two special t-shirts aimed at raising awareness and funds for research.

In France, five people are diagnosed with this little-known neurodegenerative disease every day, which rapidly affects physical and respiratory muscles.

In the summer of 2014, three young Americans with ALS launched the Ice Bucket Challenge, encouraging millions of people worldwide to pour a bucket of ice water over their heads. This symbolic gesture represented the shock of an ALS diagnosis and aimed to raise funds for research.

For the summer of 2024, ARSLA and Les Invincibles-All United are relaunching this challenge under the name «Défi Givré, 10 Years of the Ice Bucket Challenge.»

*About ARSLA: Founded in 1985 and recognized as a public utility, this association aims to fund research, help patients, and defend their rights. Learn more at [www.arsla.org](http://www.arsla.org).*

*About Les Invincibles: Founded in 2023, this non-profit association aims to fund research and create a community around ALS. Learn more at [www.les-invincibles.com](http://www.les-invincibles.com).*







The Etam Team

## A SOLIDARITY PARTNERSHIP:

Etam is actively engaging with the associations ARSLA and Les Invincibles in a collaboration aimed at raising public awareness and funds for ALS research.

As part of this partnership, Etam, in collaboration with Olivier Goy, co-founder of the association «Les Invincibles», has designed the perfect t-shirt for taking on the défi givré\*.

Available for both men and women, this t-shirt is on sale at [etam.com](http://etam.com) starting June 1st and will be available in select stores for €20. 100% of the proceeds will go towards research.

*\*Icy challenge.*

## JOIN THE DÉFI GIVRÉ!

Join the movement and the community supporting ALS research.

How to participate:

1. Make a video explaining why you are taking on the challenge.
2. Nominate three friends, colleagues, or public figures to take the challenge next.
3. Pour a bucket of ice water over your head.
4. Share the video with the hashtags #défigivré #icebucketchallenge #ALS and spread the word. If you wish, make a donation to support the research at [www.defigivre.org](http://www.defigivre.org).

Congratulations, you've taken on the défi givré!