

## Causes for life (not just for Christmas)

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In order to highlight the fact that summertime is as life-endangering as winter for homeless people, the Abbé Pierre Foundation has set an interesting street operation in Paris. An ice statue representing a homeless man was placed in front of the Louvre. The statue melted as the day passed. The cardboard notice read: "During summertime, homeless people die as much as in winter. Let's act".

### Why it matters

Not forgetting about social causes is important. Will brands begin adopting social causes they stick with for life, and all year round?

- [France](#)
- [Conscious](#)
- [Social Cause](#)

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### Links:

[1] <http://www.welcometomatters.com/team/melanie-davoust>