



*In association with
calmann-lévy*

Boulogne, 14 March 2008

Press release

**Coline Lemeunier's "1tox" wins the first
Bouygues Telecom Foundation Prize**

***Young author receives award at Paris Book Fair and
2009 Bouygues Telecom Foundation Prize is launched***

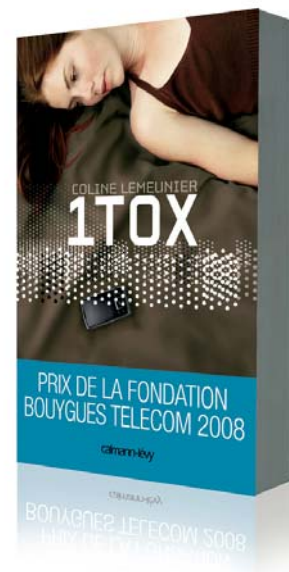
"1tox" (in bookstores 23 April)

"All it took was one SMS and I passed through to the other side. The other side of what, you ask? The other side of my cell phone screen, that's what. To a world where people see life purely as ☺ or ☹. Even now, I still can't figure out exactly what happened inside my head. My recovery has been complicated and confusing, just as my collapse was sharp and sudden.

But I can tell you one thing: when it happened, my view of the world changed utterly. It shrank to a little square, just two-by-two inches... and stayed that way for quite a while."

Julie is 39 years old but has a vague feeling that her life has really not yet begun. Admittedly, her daily life is short on thrills. A neat little apartment, a job working from home as a translator, parents who are always out and about, and no steady boyfriend. Basically, a drag. Whatever happened to her twenties?

One day, her friend Clementine shows her how to send and receive text messages. Julie fumbles, gets the hang of it, and ends up totally hooked. Her cell phone turns into a time machine, a device for living life over again, for "getting a life" at last – or losing it altogether...



Coline Lemeunier – Biography

Coline Lemeunier was born in November 1979 and lives in the Paris area. After earning a degree in French literature, followed by a postgraduate degree in cultural mediation and numerous internships, she finally landed a sales job with an advertising agency.

In January 2006, she quit her job and devoted herself to writing.

Last year, she found out about the Bouygues Telecom Foundation Prize and decided to enter the competition. In March 2008, she won the prize and her first novel is being published by Editions Calmann-Lévy.

<http://coline.typepad.fr/>

Second Bouygues Telecom Foundation Prize: unearthing new talent

The Bouygues Telecom Foundation is launching its second prize in association with French publishing house Calmann-Lévy. The prize will be awarded for a novel written in French that includes the language of SMS (text messaging) and instant messaging in its storyline.

The work submitted must be the author's first novel. All genres are valid.

Applicants must submit their manuscript by 31 October 2008 (see "How to apply" below). The winning novel will be published by Calmann-Lévy and its author will receive €10,000 from the Bouygues Telecom Foundation.

The jury comprises both literary critics and Bouygues Telecom employees.

How to apply

Manuscripts may be submitted either:

- by ordinary mail (postmarked before the submission deadline) in a single envelope bearing the correct postage to: Fondation d'entreprise Bouygues Telecom, Prix Littéraire, 20 Quai du Point du Jour, 92100 Boulogne-Billancourt, France. Manuscripts sent in this way must not be bound or glued;
- or by email (with an email send date before the submission deadline) with the manuscript attached in .doc or .pdf format to: fondation@bouyguetelecom.fr

For full terms and conditions, visit www.fondation.bouyguetelecom.fr and www.calmann-levy.fr

Active support for Foundation initiatives from Bouygues Telecom employees

Initiatives supported by the Bouygues Telecom Foundation are inspired by a focus on "informing and creating links between people." In addition to the Bouygues Telecom Foundation Prize, which reveals promising young authors, the Foundation aids people facing medical and social difficulties (support for the Petits Princes association) and helps promote environmental responsibility (in partnership with the Nicolas Hulot Foundation's "Earth Challenge" programme). The Foundation also supports associations sponsored by employees of the company.

Bouygues Telecom encourages volunteer work by granting employees four half-days each year to work on initiatives funded, conceived or pursued by the Foundation. Through the nearly 400 volunteers active within the company, Bouygues Telecom thus donates some 3,000 hours of time.

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