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Champagne's UNESCO 10th Anniversary

Champagne Region Prepares for UNESCO 10th Anniversary Celebration

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As we gear up for 2025, the Champagne region in France is abuzz with excitement, preparing to celebrate a significant milestone: the 10th anniversary of its inclusion in the UNESCO World Heritage list. This isn't just a nod to the region's historical and cultural significance, but a celebration packed with festivities, cultural events, and a push towards promoting biodiversity.

It was on July 4, 2015, that the vineyards, houses, and cellars of Champagne were officially recognized as a UNESCO World Heritage site. This milestone was more than just an accolade. According to Séverine Couvreur, a winemaker and the president of the mission overseeing this inscription, it marked the start of a journey to proclaim that "this territory has much to share with the world." The upcoming anniversary festivities aim to spotlight four key values: honor, visibility, transmission, and commitment.

The highlight of the celebrations will be a grand event in Champillon, Marne, on July 4, 2025. Yet, the jubilation won't be confined to a single day. The entire year will be sprinkled with various activities to keep the spirit of this global recognition alive.

Kicking off the year, Champagne will feature prominently in the parade of the archconfraternity for Saint Vincent's Day in January 2025. As the year draws to a close, the festivities will culminate with the Habits de Lumières event in December 2025 in Épernay. Additionally, throughout the year, there will be initiatives like planting hedges and rose bushes, complementing the annual Villages et Coteaux propres campaign, which takes place on the first Saturday of October right after the harvest.

Coordination is crucial to ensure the success of these celebrations. The mission managing the UNESCO inscription is working hand-in-hand with winemakers and Champagne houses. Meetings with the General Syndicate of Winemakers (SGV) and the Union of Champagne Houses (UMC) are planned to synchronize efforts and promote initiatives.

Winemakers and Champagne houses are encouraged to actively partake in the celebration. They're invited to incorporate the anniversary logo into their email signatures and point-of-sale materials and to organize events promoting heritage or biodiversity. This participation aims not only to celebrate the UNESCO listing but also to reaffirm the ongoing commitment to preserving and promoting the Champagne territory.

The Champagne region's dedication to sustainability and biodiversity will be a prominent theme throughout the celebrations. The planting of hedges and rose bushes is a nod to traditional practices that support the local ecosystem. The Villages et Coteaux propres campaign emphasizes the community's effort to maintain a clean and

sustainable environment.

This anniversary is a testament to the resilience and enduring spirit of the Champagne region. It's a celebration of not just the past achievements but also the ongoing efforts to preserve the land, culture, and heritage that make Champagne so unique. As the world raises a glass to toast this milestone, the region stands proud, ready to share its story and its sparkling legacy with the world.

In the spirit of Champagne, here's to another decade of bubbles, biodiversity, and boundless enthusiasm.