



## **AS CO-FOUNDER OF CHIME FOR CHANGE, BEYONCÉ SPEAKS ABOUT HER INSPIRATION**

**CHIME FOR CHANGE Co-founder and Artistic Director, Beyoncé Knowles-Carter, speaks about the woman who has most inspired her in a powerful short video for Gucci's new global campaign for girls' and women's empowerment**

**As Artistic Director of CHIME FOR CHANGE, Beyoncé will lead a host of musical artists at THE SOUND OF CHANGE LIVE, a global concert event taking place on Saturday 1<sup>st</sup> June at London's Twickenham Stadium and broadcast globally to raise funds and awareness for projects supporting girls and women around the world**

**8<sup>th</sup> April 2013, London, UK** - In moving footage released today, Beyoncé Knowles-Carter, the Co-founder and Artistic Director of CHIME FOR CHANGE, Gucci's new global campaign for girls' and women's empowerment, has revealed her mother, Tina Knowles, as the woman who has most inspired her. In the short CHIME FOR CHANGE video, Beyoncé describes her mother's natural ability to see the beauty in every human being, and her gift of understanding and helping people become the very best of themselves.

As the Artistic Director of CHIME FOR CHANGE, whose co-founders include Gucci Creative Director Frida Giannini and Salma Hayek Pinault, Beyoncé will headline THE SOUND OF CHANGE LIVE. The global concert event at London's Twickenham Stadium will be broadcast around the world on the 1<sup>st</sup> June and serves to raise funds and awareness for girls' and women's empowerment around the world. Beyoncé will perform alongside a host of musical artists and presenters including Ellie Goulding, Florence + the Machine, HAIM, Iggy Azalea, John Legend, Laura Pausini, Rita Ora, Timbaland and many more to be announced in the coming weeks.

"Our goal is to call for change for girls and women in the loudest voice possible," said Knowles-Carter. "I am excited for us to come together on June 1st to bring the issues of Education, Health and Justice for girls and women to the world stage."

As founder of CHIME FOR CHANGE Gucci will underwrite the concert event so that all ticket sales (less VAT and service fees) will support projects pursuing change for girls and women, specifically in the areas of Education, Health and Justice. Tickets for the concert are available through the campaign website, [www.chimeforchange.org/concert](http://www.chimeforchange.org/concert) and via Ticketmaster ([www.ticketmaster.co.uk](http://www.ticketmaster.co.uk) or +44 (0) 844-847-1693).



For the first time ever, ticket buyers will have the opportunity to donate the value of their ticket to a nonprofit of their choice. CHIME FOR CHANGE has partnered with Catapult, the first crowd-funding site dedicated to the advancement of girls and women, enabling concert attendees to select and support projects that promote Education, Health and Justice for girls and women around the world.

*THE SOUND OF CHANGE LIVE* will be produced by Kevin Wall and Aaron Grosky of Control Room in association with Harvey Goldsmith – the forces behind the world’s largest events including Live Earth and Live Aid.

In addition to live performances and collaborations from leading global artists, the concert will also serve as a platform to broadcast inspirational and provocative short films and stories spotlighting girls’ and women’s issues globally.

To stay informed, visit [www.chimeforchange.org](http://www.chimeforchange.org) and join our community on Facebook at [www.facebook.com/chimeforchange](http://www.facebook.com/chimeforchange).

#### **THE SOUND OF CHANGE LIVE Performers**

Visit [www.chimeforchange.org/soundofchange](http://www.chimeforchange.org/soundofchange) for upcoming announcements about new performers

For further information about media accreditation for the Sound of Change Live please contact [johanna.whitehead@freud.com](mailto:johanna.whitehead@freud.com) or [sam.fane@freud.com](mailto:sam.fane@freud.com)

#### **CHIME FOR CHANGE Founding Committee**

Frida Giannini, Beyoncé Knowles-Carter and Salma Hayek Pinault.

#### **GUCCI**

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. Alongside the values of quality, creativity and Italian artisanal craftsmanship, for which the brand is renowned, Gucci also believes in the importance of a responsible attitude towards people, the environment and the communities in which it operates. Corporate citizenship is a fundamental part of the mission and operating philosophy of the company. For more information about Gucci, please visit [www.gucci.com](http://www.gucci.com)

#### **The Kering Foundation\***

The Kering Foundation combats violence against women and promotes their empowerment. Launched in January 2009, the Foundation supports community-based projects and encourages employee involvement to sustain women’s causes around the world. Through four programmes, it supports local and international NGOs as well as social entrepreneurs, helps raise awareness and establishes joint projects with the



Kering brands. In 2012, more than 80,000 women benefited from its support in 16 countries. \*In line with PPR's change of name, the PPR Corporate Foundation for Women's Dignity and Rights will become the Kering Corporate Foundation, subject to approval at the Foundation's board meeting on 26 June 2013. [www.keringfoundation.org](http://www.keringfoundation.org) @KeringForWomen

### **Facebook**

Founded in 2004, Facebook's mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

### **Catapult**

Catapult is the first crowd-funding platform solely dedicated to advancing the lives of girls and women around the world. Catapult connects trusted organizations with a new global audience to increase funds and engagement. Organizations can post projects online, and donors can browse and fund the issues that speak to them most. Every dollar donated goes to the organization and donors receive reports about the project's progress. Catapult beta-launched on October 11, 2012, with the support of notable partners, including the Bill & Melinda Gates Foundation, the Global Fund for Women and the United Nations Population Fund. For more information go to [www.catapult.org](http://www.catapult.org), and follow Catapult on Twitter: @wecatapult and Facebook at [facebook.com/catapult.org](http://facebook.com/catapult.org). Catapult is a project of WOMEN DELIVER, a 501c(3) organization. Invest in girls and women. It pays!

### **Hearst Magazines**

Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified communications companies. Hearst Magazines is the largest publisher of monthly magazines in the U.S. (ABC 2012), reaching 83 million adults (Fall 2012 MRI) with its 20 titles. In addition the company published more than 300 editions around the world. Hearst Magazines Digital Media, dedicated to creating and implementing Hearst Magazines' digital strategy, has more than 28 websites and 14 mobile sites for brands such as Cosmopolitan, Popular Mechanics, ELLE, ELLE DECOR, Esquire, Good Housekeeping, Marie Claire and Seventeen, as well as digital-only sites such as Delish.com, a food site in partnership with MSN; MisQuinceMag.com; and RealBeauty.com. Hearst Magazines has published more than 150 apps and digital editions. In addition, the company includes iCrossing, a global digital marketing agency.