

**ARIANNA HUFFINGTON, BLAKE LIVELY, EVAN RACHEL WOOD,  
FREIDA PINTO, HALLE BERRY, JADA PINKETT SMITH, JOHN  
LEGEND, KATY PERRY, LI BING BING, OLIVIA WILDE, ZIGGY  
MARLEY AND ZOE SALDANA UNITE IN A POWERFUL NEW VIRAL  
VIDEO TO DECLARE THAT ANYTHING IS POSSIBLE FOR WOMEN  
AROUND THE WORLD**

**Artists, actors and writers join forces with CHIME FOR CHANGE co-founders Salma Hayek Pinault, Beyoncé Knowles-Carter and Frida Giannini in support of girls' and women's empowerment around the world**

**Gucci's new global campaign will see some of the world's most celebrated artists come together for the 1st June SOUND OF CHANGE LIVE concert event to raise funds and awareness of women's issues globally**

**16th April 2013, London, UK** – In powerful footage released today by CHIME FOR CHANGE, Gucci's recently launched campaign for girls' and women's empowerment, some of the world's most talented artists and actors join forces to tell every girl, every woman, everywhere, that anything is possible. The moving video sees artists and actors highlight the most powerful tools a woman can have to help change the world: Education, Health and Justice – the three pillars of CHIME FOR CHANGE.

In the new viral video, actors, artists and activists discuss the powerful role that social media plays in the empowerment of girls and women. In the video, Halle Berry highlights how with a click of a button, women can be connected around the world, with Jada Pinkett Smith emphasizing that women have a voice that cannot be stopped. Arianna Huffington meanwhile adds that women can spread messages that can lead to revolutions and Evan Rachel Wood describes the power that social media has in rallying people together.

The moving footage ends with Beyoncé Knowles-Carter describing how she tells her daughter each and every day that she can be President. Recognizing that at the tender age of one, the full meaning of the words might not be fully understood, she continues to instill in her that anything is possible.

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 1st June at London's Twickenham stadium including Ellie Goulding, Florence + the Machine, HAIM, Iggy Azalea, John Legend, Laura Pausini, Rita Ora, Timbaland and more high profile names to be announced in the coming days.



"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 project 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 view the viral video, [click here](#)

To download the video, please right click and save as QuickTime Movie

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](https://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.