



**CHIME FOR CHANGE PRESENTS:
THE SOUND OF CHANGE LIVE**

CHIME FOR CHANGE, a global campaign for girls' and women's empowerment founded by Gucci, announces a televised concert event at London's Twickenham Stadium on 1 June with Co-founder and Artistic Director, Beyoncé as headliner

Also set to perform Ellie Goulding, Florence + the Machine, HAIM, Iggy Azalea, John Legend, Laura Pausini, Rita Ora, Timbaland and more to be announced

**Tickets on sale from 9 AM GMT Wednesday, March 27
at www.chimeforchange.org**

26 March 2013, London, UK – Today, Salma Hayek Pinault co-hosted a press conference at the Soho Hotel with Mariane Pearl, John Legend and Sharmeen Obaid-Chinoy to announce *THE SOUND OF CHANGE LIVE*, a global concert event taking place on Saturday 1 June at London's Twickenham Stadium and broadcast around the world. Headlined by Beyoncé, the concert event will be presented by CHIME FOR CHANGE, the recently launched global campaign founded by Gucci, which serves to raise funds and awareness for girls' and women's empowerment. CHIME FOR CHANGE is led by a founding committee comprised of Gucci Creative Director Frida Giannini, Salma Hayek Pinault and Beyoncé Knowles-Carter.

THE SOUND OF CHANGE LIVE will be led by Artistic Director Beyoncé Knowles-Carter, who 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, for the 1 June concert event.

"Our goal is to call for change for girls and women in the loudest voice possible," said CHIME FOR CHANGE Co-founder and Concert Artistic Director, Beyoncé 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. "This is the emergency and the opportunity of today," said Gucci Creative Director and CHIME FOR CHANGE Co-founder Frida Giannini. "We have reached a significant moment in the history of girls' and women's empowerment and now is the time for change. On 1



June at Twickenham Stadium, I hope that *THE SOUND OF CHANGE LIVE* will help the voices calling for change to become so loud that they cannot be ignored.”

Tickets for the concert will be available through the campaign website, www.chimeforchange.org, and via Ticketmaster (www.ticketmaster.co.uk or +44 (0) 844-847-1693), beginning at 9am GMT on Wednesday 27 March. 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. One such film was screened at today’s press event. The second in a series of ten short films created for CHIME FOR CHANGE, ‘Humaira: The Dream Catcher’ is directed by Emmy and Oscar® winning documentary filmmaker, Sharmeen Obaid-Chinoy. The film chronicles the life of a young woman who is fighting to educate girls in her community in Pakistan. Through sheer determination, she has set up a school that now educates more than 1,200 children.

Sharmeen Obaid-Chinoy said: “As a social justice documentary filmmaker I wanted to make a film about education that would make audiences sit up and smile with hope. Humaira Bachal’s life and struggles to provide education to the young women in her community is inspiring not only because she leads from the front, but also because her no nonsense attitude forces the men in her community to listen to what she has to say. I think her message would resonate with people around the world, especially women on the front lines who risk their lives every single day to kick open new doors for the next generation.”

Managing Editor of CHIME FOR CHANGE, Mariane Pearl, also joined the press event. Ms. Pearl leads a journalism platform of original content, further supported by the International Herald Tribune and the Thomson Reuters Foundation. “I’m honored to lead the CHIME FOR CHANGE storytelling platform and the incredible team of journalists who are working together to bring to life the stories of ordinary women displaying extraordinary courage,” said Ms. Pearl. “One by one these stories demonstrate that women everywhere are ready to stand up for themselves and for one another, and to live to their full potential.”



"There are no innocent bystanders in the information age," said CHIME FOR CHANGE Co-founder and Kering Corporate Foundation board member Salma Hayek Pinault. "Technology connects us as never before. But that means we also have the opportunity, and the responsibility, to do something about it. We can be defined not just by what we know, but by what we do, and that is the vision behind CHIME FOR CHANGE."

As a campaign, CHIME FOR CHANGE will bring together a coalition of organizations and individuals to effect meaningful change for girls and women worldwide. The campaign's strategic partners include the Kering Foundation, the Bill & Melinda Gates Foundation, Facebook, Hearst Magazines, and Catapult. The International Herald Tribune and the Thomson Reuters Foundation are partners of the CHIME FOR CHANGE journalism platform. Additionally, The Huffington Post has joined as a digital media partner.

The Advisory Board includes Hafsat Abiola, Muna AbuSulayman, Jimmie Briggs, Gordon and Sarah Brown, Lydia Cacho, David Carey, Joanne Crewes, Minh Dang, Juliet de Baubigny, Waris Dirie, Helene Gayle, Yasmeen Hassan, Arianna Huffington, Musimbi Kanyoro, Alicia Keys, John Legend, Pat Mitchell, Alyse Nelson, Sharmeen Obaid Chinoy, Francois-Henri Pinault, Julia Roberts, Jill Sheffield, Jada Pinkett Smith, Caryl Stern, Meryl Streep, Archbishop Desmond Tutu and his daughter Mpho Tutu, among others.

To stay informed, visit www.chimeforchange.org and join our community on Facebook at www.facebook.com/chimeforchange.

Images from the announcement will be available from 1pm GMT on 26 March from <http://mm.gettyimages.com/mm/nicePath/Italy?nav=pr185098328>
To download the imagery, logos, biographies and the press pack for the CHIME FOR CHANGE campaign please click <http://www.chimeforchange.org/>

To view Humaira: The Dream Catcher, please click www.youtube.com/chimeforchange

To access B-roll footage from the Concert Announcement please go to:

<https://mediaserver2.specialtreats.co.uk:443/cgi-bin/filemanager/>

Username: GUCCI_SCREENING 2013

Password: gUcc15cR33n

THE SOUND OF CHANGE LIVE Performers

Visit 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 or 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

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 @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, and follow Catapult on Twitter: @wecatapult and Facebook at 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.

Humaira: The Dream Catcher Synopsis

Only 26 percent of women in Pakistan are literate. Many families do not educate their daughters because of societal and religious pressures, and in the last 6 years Islamic militants have blown up more than 600 schools across the country, forcing thousands of women to stay at home. Humaira: The Dream Catcher chronicles the life of a young woman who is fighting to educate girls in her community. Through sheer determination, she has set up a school that now educates over 1200 children for one cent a day.