



GUCCI'S CHIME FOR CHANGE, MADONNA AND SHARMEEN-OBAID CHINOY BRING YOUNG EDUCATION ADVOCATE'S DREAM TO LIFE

"DREAM MODEL STREET SCHOOL" CONSTRUCTION COMPLETED IN PAKISTAN AS SHOWCASED IN OSCAR-WINNER'S NEW FILM

16 October 2014 – CHIME FOR CHANGE, the global campaign for girls' and women's empowerment founded by Gucci, released a new film at the Women's Forum in Deauville, France on Wednesday. The film, titled *Humaira: The Game Changer*, was directed by Oscar-winning filmmaker Sharmeen Obaid-Chinoy, and was introduced at the Forum by CHIME film unit Executive Producer Salma Hayek Pinault during a plenary conversation between Ms. Hayek Pinault and CHIME FOR CHANGE managing editor, Mariane Pearl.

Humaira: The Game Changer is the second film by Ms. Obaid-Chinoy to focus on 27-year-old education advocate, Humaira Bachal. Ms. Bachal's story was first told in *Humaira: The Dream Catcher*, which reflected on Humaira's path to building her "Dream Model Street School" in the slums of Karachi, Pakistan, where education for girls is a taboo and the literacy rate among girls is only 15 percent.

The first film was also produced through CHIME FOR CHANGE and was highlighted at THE SOUND OF CHANGE LIVE concert event at London's Twickenham stadium in June 2013. At that event, CHIME FOR CHANGE Advisory Board member Madonna joined Ms. Bachal and Ms. Obaid-Chinoy on stage to announce a major matching contribution to build Humaira's Dream School.

Madonna encouraged the concert audience to fund construction for the first floor of Humaira's school, committing that she would personally fund completion of the remaining floors. Through CHIME FOR CHANGE's unique partnership with crowdfunding platform Catapult, the funds were raised and construction commenced.

"The Dream School has changed the lives of hundreds of children. Every girl deserves to go to school, regardless of where she was born," said Madonna. "Humaira is a freedom fighter. She is a hero for these girls and an example for all of us."

The 18-room Dream Model Street School was completed in summer 2014, and includes a playground, library and computer lab. The school enables nearly 1,000 local girls and boys to pursue an education, and provides job opportunities for local women as teachers and assistants.

Bachal has been an advocate for girls' education since she herself was a young child. At the age of 12, she and a few friends started teaching other neighborhood children – first out of her own home, then, as more students started attending, in a space she rented and paid for out of her own pocket.

To learn more about the CHIME FOR CHANGE campaign and other projects like the Dream School, visit www.chimeforchange.org and join the community on Facebook at www.facebook.com/chimeforchange and on Twitter at @ChimeforChange. Download the



CHIME app at <http://ichime.in/chimeapp>.

ABOUT CHIME FOR CHANGE

CHIME FOR CHANGE, founded by Gucci, campaigns to convene, unite and strengthen the voices speaking out for girls and women around the world, with a focus on using innovative approaches to raise funds and awareness for Education, Health and Justice projects. Through the power of crowdfunding, CHIME FOR CHANGE has funded more than 390 projects in 86 countries through 132 non-profit partners. CHIME FOR CHANGE Founding Partners include the Kering Foundation, the Bill & Melinda Gates Foundation, Facebook, Hearst Magazines and Catapult. Strategic partners include P&G Prestige, Twitter and Kellogg's Special K. CHIME FOR CHANGE crowdfunding is powered by GlobalGiving and CrowdRise.

The CHIME FOR CHANGE Founding Committee includes Frida Giannini, Beyoncé Knowles-Carter and Salma Hayek Pinault. The CHIME FOR CHANGE Advisory Board includes Hafsat Abiola, Muna AbuSulayman, Valerie Amos, Humaira Bachal, Jimmie Briggs, Gordon and Sarah Brown, Lydia Cacho, David Carey, Joanne Crewes, Minh Dang, Juliet de Baubigny, Waris Dirie, Carolyn Everson, Helene Gayle, Leymah Gbowee, Yasmeen Hassan, Hung Huang, Arianna Huffington, Musimbi Kanyoro, Alicia Keys, Yang Lan, John Legend, Madonna, Pat Mitchell, Phumzile Mlambo-Ngcuka, Alyse Nelson, Sharmeen Obaid Chinoy, Francois-Henri Pinault, Julia Roberts, Jill Sheffield, Alison Smale, Jada Pinkett Smith, Peter Soer, Caryl Stern, Meryl Streep, the Archbishop Desmond Tutu, Mpho Tutu, Monique Villa and Lee Young-Ae.

GUCCI

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