



Gucci's CHIME FOR CHANGE Campaign Partners with Global Citizen to Amplify the Voices Speaking Out for Girls and Women Globally

CHIME FOR CHANGE Co-Founders Beyoncé Knowles-Carter and Salma Hayek Pinault to help lead partnership

July 9th, 2015 – Today, CHIME FOR CHANGE, the global campaign founded by Gucci in 2013 to raise funds and awareness for girls' and women's equality, announced a long-term partnership with Global Citizen, a community of people who want to learn about critical issues and take action to end extreme poverty by 2030, in order to raise visibility for girls' and women's issues around the world. Gucci and CHIME FOR CHANGE will also serve as the Presenting Partners of the [2015 Global Citizen Festival](#) on the Great Lawn in Central Park on September 26, 2015 in New York City, featuring performances by Pearl Jam, Beyoncé, Ed Sheeran and Coldplay.

CHIME FOR CHANGE was founded by Gucci to convene, unite and strengthen the voices speaking out for girls and women around the world. Led by co-founders Beyoncé Knowles-Carter and Salma Hayek Pinault, the campaign uses innovative approaches to raise funds and awareness for girls' and women's empowerment, with a focus on Education, Health and Justice. Through the power of crowdfunding, CHIME FOR CHANGE has raised more than \$7.3 million to support 409 projects in 86 countries through 144 non-profit partners since its launch in 2013.

To launch the partnership with Global Citizen, CHIME Co-Founder Beyoncé Knowles-Carter released a special announcement video, which can be viewed here: <http://ichime.in/4GlobalCitizen>.

"I am thrilled to announce the CHIME FOR CHANGE partnership with Global Citizen," said CHIME Co-Founder Salma Hayek Pinault. "CHIME FOR CHANGE and Global Citizen were both founded with the idea that individuals have a significant role to play in creating global change. This partnership will reach millions of people who want to lend their voices to call for change for girls and women."

Gender equality is fundamental to Global Citizen's long-term objective of ending extreme poverty by 2030, a date in line with the United Nation's forthcoming schedule for the Sustainable Development Goals (SDGs), which will measure progress in development across 17 focus areas from 2015 to 2030. The partnership with Global Citizen will provide CHIME FOR CHANGE a large global platform on GlobalCitizen.org to engage millions of people around the world by educating them and encouraging them to take meaningful action in support of girls and women. Together, these two groups will aim to achieve measurable outcomes for girls' and women's issues, leveraging the powerful platforms, communities, partners and influence of CHIME FOR CHANGE and Global Citizen.

The idea of grassroots activism and individual action is central to the partnership. In addition to actions supporting girls and women on the Global Citizen platform, CHIME FOR CHANGE is encouraging its supporters to "CHIME for Education" through a recently launched Crowdrise campaign featuring some of CHIME's most vocal supporters as team captains – including CHIME Co-Founder Salma Hayek Pinault, CHIME Advisory Board member Arianna Huffington, actor and activist Freida Pinto, and ELLE US Editor-in-Chief Robbie Myers. For more information about the campaign, visit <https://www.crowdrise.com/CHIME>.



About CHIME FOR CHANGE

CHIME FOR CHANGE, founded by Gucci, is a global campaign 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 400 projects in 86 countries through 144 non-profit partners reaching hundreds of thousands of girls and women around the world. CHIME FOR CHANGE co-Founders Salma Hayek Pinault and Beyoncé Knowles-Carter continue to lead the campaign with its coalition of partner organizations. 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 is powered by crowdfunding partners GlobalGiving and CrowdRise. 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, , Minh Dang, Juliet de Baubigny, Waris Dirie, Carolyn Everson, Helene Gayle, Leymah Gbowee, Yasmeen Hassan, Hung Huang, Arianna Huffington, Musimbi Kanyoro, Alicia Keys, John Legend, Lee Young-Ae, 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 Yang Lan. To stay informed, visit www.chimeforchange.org.

About GLOBAL CITIZEN

Global Citizen is a content and campaigning platform where people can learn about and take action on the world's biggest issues. Global Citizen works in partnership with and supports some of the most effective organizations working to end extreme poverty. Committed to providing the most interesting stories, effective actions and powerful campaigns, Global Citizen aims to unlock the power of every individual to play his or her part in the movement to end extreme poverty in the next 15 years.

About The Global Poverty Project

The Global Poverty Project is a registered 501(c)(3) international nonprofit organization whose mission is to end extreme poverty by 2030. The advocacy organization works in partnership with other NGOs, business leaders, world leaders and global citizens in its efforts to build the largest movement of people taking actions and calling on governments to support policies that would significantly impact the world's poor. The Global Poverty Project organizes massive global campaigns including Live Below the Line and the annual Global Citizen Festival as catalysts in this movement. Over the last four years, global citizens have taken nearly 3 million actions in the fight against extreme poverty. These actions have resulted in 87 commitments and policy announcements, including cash commitments valued at US \$18.3 billion. The Global Poverty Project has offices in New York, Canada, UK and Australia. For more information, visit www.GlobalPovertyProject.org.

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