



## WINNERS ANNOUNCED FOR CHIMEHACK 2, A HACKATHON TO DEVELOP TECHNOLOGY SOLUTIONS TO PROMOTE SAFETY FOR GIRLS AND WOMEN

July 13, 2015, San Francisco – Yesterday the winners were announced for CHIMEHACK 2, a hackathon presented by CHIME FOR CHANGE and Twitter, with support from Kleiner Perkins Caufield & Byers, the Kering Foundation and Hearst Magazines.

Formally announced at the TEDWomen luncheon hosted by Gucci in Monterrey, CA in May 2015 and building upon the success of the first CHIMEHACK in 2013, the event tasked teams of engineers, designers, product managers and marketing experts to develop solutions to three challenges: **safety in the developing world**, **safety on campus** and **promoting healthy relationships**. Throughout the hackathon, teams had access to nonprofit leaders and issue experts who provided context and expertise about safety for girls and women.

After hours of deliberation and review of more than 45 solutions from more than 215 hackers, 18 esteemed judges selected the following winners, who were announced in an awards ceremony emceed by Del Harvey, Twitter's Head of Trust & Safety:

- Team "Safebridge" won the Hearst Magazines Prize for Best Product, which included a \$5,000 cash prize and 3 months of incubation at Hearst's Office in San Francisco
- Team "ChiCa" won Uber Prize for Scalability & Global Impact, which included a \$5,000 cash prize and lunch with Uber's Chief Security Officer, Joe Sullivan
- Team "Think Twice for Change" won the Docusign Prize for User Experience and Design, which included a \$5,000 cash prize and a career mentoring session with Catherine Courage, SVP of User Experience at Docusign and Gordon Payne, COO at Docusign
- Team "ReaXn" won the Chegg Prize for Young Innovators, which included a \$5,000 cash prize and textbook scholarships
- Team "CHIME IN" team won the Airbnb Prize for Most Original Concept, which included a \$5,000 cash prize, lunch at Airbnb with senior leadership and Airbnb credits to support development of their solution
- Team "Safrzone" won the Twitter Prize for Engineering Excellence, which included a \$5,000 cash prize and 5 concert tickets plus travel and accommodations to the Global Citizen Festival concert in New York this September, provided by CHIME FOR CHANGE
- Team "Upstanders", which included hackers from Girls Who Code, won the Kleiner Perkins Caufield & Byers Prize for Citizenship, which included a \$5,000 cash prize from Gucci, and lunch and a career mentoring session with Juliet de Baubigny, Senior Partner at Kleiner Perkins Caufield & Byers

"It's amazing to be working for my peers," said Alina Rainsford, a member of an all-high-school team whose project slogan was 'turn bystanders into upstanders.' "I'm going to be a senior in high school, so the college topics are so relevant. We are just shocked – we've only been coding for five weeks!"

The CHIMEHACK 2 judging panel included Adam Messinger (Twitter), Andy Chen (Kleiner Perkins Caufield & Byers), Anne Dwane (Chegg), Catherine Courage (Docusign), Ciara Peter (Betterworks), Cindy Southworth (National Network to End Domestic Violence), Elena Grewal



(Airbnb), Jackie Xu (Kleiner Perkins Caufield & Byers), Kelsey Gilmore-Innis (Sexual Health Innovations), Laurent Claquin (The Kering Foundation), Mary Karam McKey (International Institute of Education, Techwomen), Meghana Rao (Breakthrough), Melorie Acevedo (San Francisco Chronicle/SFGate) Nandini Ramani (Twitter), Phil Cardenas (Uber), Renee Kaplan (The Skoll Foundation), Sofie Karasek (End Rape on Campus), and Sukrutha Raman Bhadouria (Girl Geek Dinners).

“CHIME FOR CHANGE aims to realize a world where girls and women have the safety and protection they need to thrive, and CHIMEHACK 2 is an opportunity to foster the innovation needed to make a difference on this issue,” said Robert Triefus, Gucci EVP and Chief Marketing Officer, and CHIMEHACK 2 Host Committee member. “As a platform to amplify the voices calling for change, CHIME is grateful to have this opportunity to convene tech leaders, nonprofit issue experts and young innovators.”

CHIMEHACK 2 kicked off on Thursday, July 9<sup>th</sup>, including welcome remarks from Mr. Triefus, Juliet de Baubigny, Kleiner Perkins Caufield Byers Senior Partner; Laurent Claquin, Head of Kering Americas and Kering Foundation Board Member; and Vijaya Gadde, Twitter General Counsel. There was also an issue expert panel discussion moderated by Alyse Nelson, President and CEO of Vital Voices Global Partnership; with Cindy Southworth, Executive Director of the National Network to End Domestic Violence; Meghan Rao, Deputy Director of Campaigns at Breakthrough; and Jessica Ladd, Co-Founder of Sexual Health Innovations.

“We’re honored to host this event, and welcome such an incredible group of rising stars and leaders to Twitter,” said Vijaya Gadde, General Counsel, Twitter, who spoke during the kick-off event on July 9<sup>th</sup>. “Safety and equality are focus areas within our company, and we are thankful to work side-by-side with nonprofit leaders and experts on these issues through CHIMEHACK 2.”

In addition to the program Thursday night, the event also included a talk by Nandini Ramani, VP of Engineering at Twitter about careers for women in tech. The CHIMEHACK 2 Host Committee included Robert Triefus; Juliet de Baubigny; Robbie Myers, Editor-in-Chief of Elle Magazine US; Dick Costolo, Twitter Board of Directors; and Susan Wojcicki, CEO of YouTube.

“It’s been incredible to see this event grow both in size and impact,” said Ms. De Baubigny. “Technology has a critical role to play in improving our world, and we hope that this event continues to inspire those in the industry to leverage their skills for good.”

The first CHIMEHACK in December 2013, hosted by Twitter and CHIME FOR CHANGE, connected the tech community to issue experts and nonprofit organizations to create mobile app solutions to support girls and women. More than 450 people attended the CHIMEHACK kickoff event and later 105 engineers formed 30+ teams to develop apps for partner NGOs including UNICEF, UN Women, Vital Voices and Riders for Health. Five winners were selected and each received a \$10,000 cash prize from sponsors including Kleiner Perkins Caufield & Byers, the Skoll Foundation, Hearst Magazines, Jawbone, and Chegg.

The winning team solutions will be available for viewing on <http://chimehack2.challengepost.com>.



To stay informed about the CHIME FOR CHANGE campaign, please visit [www.chimeforchange.org](http://www.chimeforchange.org) and join the community on Facebook at [www.facebook.com/chimeforchange](http://www.facebook.com/chimeforchange).

For information about CHIMEHACK 2 and CHIME FOR CHANGE please contact: [camilla.orlandi@it.gucci.com](mailto:camilla.orlandi@it.gucci.com).

\*\*\*\*

### **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 nonprofit 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 Corporate 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](http://www.chimeforchange.org)

### **GUCCI**

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship.

Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands.

For further information about Gucci, visit [www.gucci.com](http://www.gucci.com).