



THE WORLD “CHIMES FOR CHANGE” AT *THE SOUND OF CHANGE LIVE*

CHIME FOR CHANGE, founded by Gucci, presents
THE SOUND OF CHANGE LIVE and raises \$4.3 million in ticket sales
to support girls’ and women’s empowerment

Surprise performances and collaborations by JAY Z with Beyoncé,
Mary J Blige with Jennifer Lopez, Simon Le Bon with Timbaland and opening act Jessie J

Appearances and performances from special guests including Madonna,
Blake Lively, Ryan Reynolds, James Franco, Rita Ora, Ellie Goulding and many more

Sunday 2nd June 2013, London, UK – Last night THE SOUND OF CHANGE LIVE gathered together some of the world’s most talented artists and renowned activists to raise funds and awareness for girls’ and women’s empowerment. The four-hour concert event, attended by more than 50,000 people, was presented by CHIME FOR CHANGE, founded by Gucci, which campaigns for improved Education, Health and Justice for women and girls worldwide. CHIME FOR CHANGE co-founders Frida Giannini and Salma Hayek Pinault introduced fellow co-founder Beyoncé Knowles-Carter, who performed a special 45-minute set at the climax of the show.

The concert event raised \$4.3 million in ticket sales alone, which will fund approximately 200 projects in 70 countries around the world through CHIME FOR CHANGE partner Catapult, the first crowd-funding platform solely dedicated to advancing the lives of girls. Gucci underwrote the concert event so that each ticket buyer could donate the value of their ticket (less VAT and service fees) to a nonprofit organization of their choice. Viewers from around the world can also donate online at chimeforchange.org and fb.com/chimeforchange and through a mobile text-to-give campaign to fund additional projects.

The first artist of the night was surprise guest, Jessie J, who started the evening off with a performance of her hit single ‘Price Tag’. Some of the greatest names in music joined forces for other surprise collaborations, including Mary J Blige, who took the stage with Jennifer Lopez to perform ‘Come Together,’ and Simon Le Bon who performed for the first time live with Timbaland, entertaining the crowd with a remix of Duran Duran’s hit ‘Reflex.’

Throughout the night, the CHIME FOR CHANGE campaign was championed by powerful performances from Rita Ora, who took to the stage with ‘Hot Right Now’ and Iggy Azalea who got the crowd going with her tracks ‘Work’ and ‘Bounce.’ Florence + the Machine performed a selection of their most famous numbers including the uplifting ‘You’ve Got The Love,’ followed by John Legend who sang the classic ‘Bridge Over Trouble Water.’ Ryan Reynolds and Zoe Saldana teamed up to introduce the three sisters of the band HAIM. The evening also included amazing performances from Ellie Goulding who brought the audience to their feet with ‘Anything Could Happen’ and Italian star Laura Pausini who moved the audience with her stunning vocals.



Many other international artists and activists appeared on stage throughout the four hour show to demonstrate their support of CHIME FOR CHANGE and their commitment to girls and women: Prince Harry opened the show with a video welcome; James Franco joined fellow actor Jessica Chastain; Blake Lively introduced Florence Welch; Freida Pinto; Jada Pinkett Smith; Aishwarya Rai and Abhishek Bachchan; Nobel Peace Prize laureate Leymah Gbowee, Mpho Tutu with a special recorded message of support from Archbishop Desmond Tutu; and Gloria Steinem.

The final performance of the night was co-founder of CHIME FOR CHANGE and Artistic Director of THE SOUND OF CHANGE LIVE, Beyoncé. Introduced by her co-founders, Frida Giannini and Salma Hayek Pinault, the world famous artist performed a 45 minute set, including special versions of 'Who Run The World', 'Single Ladies,' 'If I Were a Boy' and 'Halo', as well as a cover of Destiny's Child classic 'Survivor' plus a duet with her husband, JAY Z.

In addition to the musical performances, a program of powerful short films was broadcast to the audience, highlighting inspirational stories of girls and women from around the world. Madonna appeared on stage to introduce one of the films – **HUMAIRA: THE DREAM CATCHER**, directed by Emmy and Oscar® winning documentary filmmaker, Sharmeen Obaid Chinoy. The film chronicles the life of a young woman, Humaira Bachal, who is fighting to educate girls in her community in Pakistan. In an emotional moment, Humaira took the stage while Madonna announced that she would complete the funding for the school Humaira is building in Pakistan, if the CHIME FOR CHANGE community helped to lay the foundation via Catapult.

Other films that were featured included **SEPIDEH: LETTERS TO EINSTEIN** by Berit Madsen, the story of Sepideh, a young Iranian astronomer who dreams of becoming an astronaut. **REACHING FOR THE SUN** by Jehane Noujaim which follows the journey of 30 grandmothers chosen from remote corners of the globe who are trained as solar engineers, enabling them to solar power their own villages and Dan Reed's, **#SHOUTING BACK** which tells the story of Laura Bates, the UK journalist and activist who uses social media to highlight violence against women.

The full line-up of artists and performers at THE SOUND OF CHANGE LIVE includes:

Aishwarya Rai * Abhishek Bachchan * Archbishop Desmond Tutu * Beyoncé * Blake Lively * Ellie Goulding * Florence + the Machine * Freida Pinto * Frida Giannini * Gloria Steinem * HAIM * Humaira Bachal * Iggy Azalea * Jada Pinkett Smith * James Franco * Jay Z * Jennifer Lopez * Jessica Chastain * John Legend * Laura Pausini * Leymah Gbowee * Madonna * Mary J Blige * Mpho Tutu * Rita Ora * Ryan Reynolds * Salma Hayek Pinault * Sharmeen Obaid-Chinoy * Simon Le Bon * Timbaland * Zoe Saldana *

Other notable guests included 2manydjs, Alyse Nelson, Amber Le Bon, Caryl Stern, Charlotte Casiraghi, Chrissie Teigin, Christopher Kane, David Carey, Demetrius Idlett, Edie Campbell, Elio Germano, Florence Foresti, Francois-Henri Pinault, Gemma Arterton, Hafsat Abiola, Isabella Ferrari, Meg Ryan, HRH Princess Beatrice of York, HRH Princess Eugenie of York, Laura Bates, Leah Wood, Leymah Gbowee, Mariane Pearl, Max Irons, Miroslava Duma, Muna Abusulayman, Musimbi Kanyoro, Nick Grimshaw, Patrizio di Marco, Pierfrancesco Favino and Anna Ferzetti, Pippa Middleton, Pixie Geldof, Poppy Delevingne, Rob James Collier, Sarah Ferguson, Thandie Newton, Tom Hooper, Valeria Golino, Baroness Valerie Amos, Waris Dirie, Yasmeen Hassan, Yasmin Le Bon.



CHIME FOR CHANGE brings 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 and The Huffington Post is digital media partner.

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

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To download the imagery, logos, biographies and the press pack for the CHIME FOR CHANGE campaign please click <http://www.chimeforchange.org/>

To download pictures from THE SOUND OF CHANGE LIVE please go to:
<http://www.image.net/xads/actions/layout/owner.do?owner=189356559>
<http://www.gettyimages.com/EditorialImages/Entertainment?parentEventId=169729377>

To access B-roll footage from THE SOUND OF CHANGE LIVE please go to the ftp site:
www.quitefranklyvideo.co.uk

Login and password: ChimeforChange

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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.