



## GUCCI TEAMS WITH TWITTER TO HOST HACKATHON TO CREATE MOBILE APP SOLUTIONS TO SUPPORT GIRLS AND WOMEN AROUND THE WORLD

**Innovative event will take place December 5-7, 2013, in partnership with TEDWomen, Women Who Code, Kleiner Perkins Caufield Byers, the Skoll Foundation and Hearst Magazines**

October 28, 2013, San Francisco – Gucci announced today that they are teaming with Twitter to present CHIME HACK, a hackathon to create mobile app solutions to support girls and women, through Gucci's CHIME FOR CHANGE campaign. The 3-day event will kick-off during TEDWomen 2013 in San Francisco with a private event at Twitter on December 5, 2013.

CHIME HACK was first announced through an exchange of Tweets from Adam Messinger, CTO of Twitter, and Gucci Creative Director Frida Giannini, founder of CHIME FOR CHANGE. Additional individuals supporting the event spoke out on social media, including CHIME FOR CHANGE co-founder Salma Hayek Pinault and others throughout the San Francisco tech community who will be joining the event.

CHIME FOR CHANGE was founded by Gucci in February 2013 to raise funds and awareness for girls' and women's empowerment, with a focus on Education, Health and Justice. So far, the campaign has raised \$4.4 million to support more than 260 projects in 81 countries through 87 non-profit partners. CHIME FOR CHANGE is powered by Catapult, the first crowd-funding site where people can make real change happen for girls and women. CHIME FOR CHANGE selected Catapult as a strategic partner to ensure transparency, accountability and measurable impact, by allowing the CHIME FOR CHANGE community to choose exact projects where their donations go and to track the results of their contributions.

Reflecting the innovative nature of the CHIME FOR CHANGE campaign, CHIME HACK will celebrate the power of women in tech, and will connect the tech community to issue experts and non-profit organizations to identify ways for disruptive mobile app solutions to support girls and women globally. Challenges for the hackathon will focus on Education, Health and Justice, as well as social entrepreneurship and encouraging girls and women to participate in tech fields.

The CHIME HACK kick-off event, following TEDWomen 2013 on Thursday, December 5, will convene engineers, leading tech luminaries, and NGO leaders and issue experts. Gucci has participated in the annual TED conference in Long Beach for the past five years, including its CHIME FOR CHANGE launch announcement in February 2013. The theme of TEDWomen 2013, "Invented Here," – celebrating inventors and designers, thinkers and makers, local problem solvers and global leaders – coincides directly with the spirit behind CHIME HACK. In San Francisco for the first time, TEDWomen 2013 will channel the sensibility of Silicon Valley to celebrate invention in all its forms. The group of 100+ hackers will spend Friday, December 6 and Saturday, December 7, developing their apps, and ideas will be presented to a panel of expert judges on Saturday, December 7, followed by an awards ceremony.

CHIME HACK is offering cash and in-kind prizes to hackers from sponsors including Gucci, Kleiner Perkins Caufield Byers, Hearst Magazines and the Skoll Foundation. Additional prizes and



sponsors for the event will be announced in the coming weeks.

Confirmed CHIME HACK participants include Dick Costolo, Twitter; Susan Wojcicki, Google; Juliet De Baubigny, Kleiner Perkins Caufield & Byers; Jared Morgenstern, Yub.com; Andrew (Boz) Bosworth, Facebook; Hugo Barra, Xiaomi; Tom Conrad, Pandora; Dave Morin, Path; Guy Oseary, Maverick/A-Grade Investments; Sara Haider, Twitter; Trevor Traina, IfOnly and Traina Interactive; Renee Kaplan, Skoll Foundation; Brit Morin, Brit + Co; Megan Quinn, Kleiner Perkins Caufield & Byers; Kate Aronowitz, Facebook; Phil Wiser and Annie Fox, Hearst Magazines; Jocelyn Ross, Stripe; and Alexia Tsotsis, TechCrunch.

The girls' and women's issue space will be represented by CHIME FOR CHANGE Advisory Board members and leading issue experts, including Alyse Nelson, President and CEO, Vital Voices and Pat Mitchell, President and CEO, The Paley Center For Media and host of TEDWomen, as well as others to be announced soon. Other involved nonprofits include Women Who Code and TechWomen/IIE.

Interested CHIME HACK participants may apply to join the hackathon at [www.chimeforchange.org/hack](http://www.chimeforchange.org/hack). Space is limited and by application only. Engineers, designers and product managers are invited to apply.

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

For information about CHIME HACK please contact [florinka.pesenti@us.gucci.com](mailto:florinka.pesenti@us.gucci.com) or [@press@twitter.com](https://twitter.com/press).

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#### **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 its crowdfunding partner Catapult, CHIME FOR CHANGE has fully funded more than 260 projects in 81 countries through 87 non-profit partners. In addition to Catapult, CHIME FOR CHANGE strategic partners include the Kering Foundation, the Bill & Melinda Gates Foundation, Facebook, and Hearst Magazines.

The campaign pursues innovative and unexpected approaches to accomplish its mission. CHIME FOR CHANGE held its first fundraising event, THE SOUND OF CHANGE LIVE, on June 1 at Twickenham Stadium in London. The globally-televised concert event was the first in history to raise funds and awareness for girls' and women's empowerment. It featured 14 global artists in a 4-hour concert event that united 50,000 attendees in the stadium and 1 billion viewers via broadcast in more than 150 countries around the world.

CHIME FOR CHANGE reports on the impact of these projects, and shines a spotlight on powerful stories of girls and women globally through journalism and film. To learn more about the campaign and the girls and women it reaches, visit [www.chimeforchange.org](http://www.chimeforchange.org) and [www.facebook.com/chimeforchange](https://www.facebook.com/chimeforchange), and view the CHIME FOR CHANGE short films at [www.youtube.com/chimeforchange](https://www.youtube.com/chimeforchange).

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, Helene Gayle, Leymah Gbowee, Yasmeen Hassan, 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, Caryl Stern, Meryl Streep, the Archbishop Desmond Tutu, Mpho Tutu, and Monique Villa.

### **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](http://www.gucci.com).

### **Women Who Code**

Women Who Code is a volunteer driven organization dedicated to inspiring women to pursue and excel in technology careers. Founded in late 2011, the organization has grown to nearly 5000 members strong. WWC is known for free weekly technical study groups and larger monthly events including tech talks, hack nights and career trainings. More than 70 top tech companies including Square, Twitter, Github, Heroku, Yelp, and many more have sponsored events for the popular and growing organization.

### **TED**

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California almost 30 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. The annual TED Conference takes place each spring, along with the TEDActive simulcast. The annual TEDGlobal conference will be held in fall 2014 in Rio de Janeiro, Brazil. TEDWomen 2013 will be held in San Francisco for the first time.