



THE SOUND OF CHANGE LIVE TO BE SEEN BY UP TO 1 BILLION PEOPLE IN OVER 150 COUNTRIES ACROSS 6 CONTINENTS

THE SOUND OF CHANGE LIVE, presented by CHIME FOR CHANGE, Gucci's new global campaign for girls' and women's empowerment, will take place at London's Twickenham Stadium on Saturday 1st June

The star-studded line-up to be led by CHIME FOR CHANGE Co-founder and Artistic Director Beyoncé Knowles-Carter

Tickets at: www.chimeforchange.org or www.ticketmaster.co.uk

*** WORLD FIRST: Ticket buyers choose which projects to fund via vouchers ***

Tuesday 28th May, London, UK CHIME FOR CHANGE, Gucci's new global campaign for girls' and women's empowerment, has today released the list of confirmed broadcasters that will be airing THE SOUND OF CHANGE LIVE concert event to up to one billion people in over 150 countries worldwide. The concert event, which will be broadcast on six continents, brings together some of the world's most talented artists and internationally renowned activists to raise awareness of issues affecting girls and women, and raise funds for non-profit organizations pursuing change. The BBC, NBC, ROTANA and WOWOW are among the list of broadcasters set to air THE SOUND OF CHANGE LIVE concert event to households around the world.

CHIME FOR CHANGE Co-founder and Artistic Director, Beyoncé Knowles-Carter will perform a 45-minute special set and will lead the star-studded line-up of performers including Florence + the Machine, HAIM, Iggy Azalea, Jennifer Lopez, John Legend, Laura Pausini, Rita Ora and Timbaland.

Beyoncé Knowles-Carter said: "I am really happy that so many amazing artists and presenters have come together to support CHIME FOR CHANGE on 1 June. Our goal is to have a great time together while we unite and strengthen the voices of girls and women around the world."

Madonna will join THE SOUND OF CHANGE LIVE presenter line-up which includes a host of actors, musicians, activists, film directors and public figures including Aishwarya Rai, Abhishek Bachchan, Archbishop Desmond Tutu, Blake Lively, Freida Pinto, Gloria Steinem, Gordon and Sarah Brown, Humaira Bachal, Jada Pinkett Smith, James Franco, Jessica Chastain, Leymah Gbowee, Mpho Tutu, Sharmeen Obaid-Chinoy and Zoe Saldana.



Madonna, founder of the Ray of Light Foundation, said: “60 percent of the children in the world NOT in school are girls! 2/3 of the world’s illiterate are WOMEN! I Do NOT accept this. We need to change this and we WILL CHANGE THIS!”

THE SOUND OF CHANGE LIVE will be produced by Kevin Wall and Aaron Grosky of Control Room in association with Harvey Goldsmith – the forces behind the world’s largest events including Live Earth and Live Aid. In addition to live performances and collaborations from leading global artists, the concert, which will start at 6.00pm and finish at 10:00pm, will also serve as a platform to broadcast inspirational and provocative short films and stories spotlighting girls’ and women’s issues globally.

Kevin Wall of Control Room, said: "We are thrilled to be producing and distributing THE SOUND OF CHANGE LIVE concert event at London's Twickenham Stadium on the 1st of June and utilizing our expertise in producing and distributing global multi-artist charity events to help Gucci raise funds and awareness for girls' and women's issues around the world."

Underwritten by Gucci, all tickets sales (less VAT and service fees) will go towards raising funds for projects, which will be disseminated through Catapult – the first crowd-funding platform dedicated to advancing the lives of girls and women. In a world first, through Catapult, fans will be able to choose exactly which projects their money goes towards and receive updates on their progress. A sell-out concert means that over 120 projects supporting women around the world will be 100% funded.

The confirmed line-up is:

Aishwarya Rai * Abhishek Bachchan * Archbishop Desmond Tutu * Beyoncé * Blake Lively * Ellie Goulding * Florence + the Machine * Freida Pinto * Gloria Steinem * Gordon and Sarah Brown * HAIM * Humaira Bachal * Iggy Azalea * Jada Pinkett Smith * James Franco * Jennifer Lopez * Jessica Chastain * John Legend * Laura Pausini * Leymah Gbowee * Madonna * Mpho Tutu * Rita Ora * Sharmeen Obaid-Chinoy * Timbaland * Zoe Saldana *

The confirmed broadcaster list is:

10 (Australia), American Forces Network, TV Globo (Brazil), TLN (Canada), DR (Denmark), YLE (Finland), M6 (France), STAR (Indian Subcontinent), IBA (Israel), WOWOW (Japan), CJ E& M (Korea), RTK (Kosovo), OnDIRECTV exclusive channel of DIRECTV Latin America (Latin America), ROTANA (Middle East), ASTRO (East and South East Asia), TV2



(Norway), Sky Italia (Italy) SVT (Sweden), TRUTV (Thailand), CNN Turk, TV2, (Turkey), BBC (UK), NBC (US), True Visions (Thailand.)

Countries in which THE SOUND OF CHANGE LIVE will be broadcast include:

Africa (Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo (formerly Zaire), Djibouti, Equatorial Guinea (Including Malabo), Eritrea, Ethiopia, Gabon The Gambia, Ghana, Guinea, Guinea Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mayotte, Mozambique, Namibia, Niger, Nigeria Principe Reunion, Rwanda, Sao Tome, St. Helena, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Swaziland, Tanzania, Togo, Uganda, Western Sahara, Zambia, Zanzibar, Zimbabwe)
Australia, Brazil, Canada, Denmark, Finland, France, India, Pakistan, Bangladesh, Sri Lanka, Bhutan, Nepal, Israel, Italy, Japan, Korea, Kosovo, Latin America and Islands (Argentina, Anguilla, Antigua & Barbuda, the Caribbean (Aruba, Bahamas, Barbados, Bermuda, the British Virgin Islands, Cayman Islands, Dominica, Dominican Republic, Guadeloupe, Grenada, Haiti, Jamaica, Montserrat, Martinique, Netherlands Antilles (Curacao, Saba, St. Eustatius, St. Maarten), St. Kitts and Nevis, St. Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos Islands, Chile, Colombia, Ecuador, Peru, Uruguay, Venezuela, Puerto Rico/USVI) Middle East (Afghanistan, Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, The Kingdom of Saudi Arabia, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen, West Bank, Gaza Strip and Palestine), Malaysia, Brunei, Taiwan, Cambodia, Laos, Vietnam, Myanmar, Indonesia, Mongolia, Norway, Sweden, Thailand, Turkey, UK and the US.

Tickets for the concert are available from:

www.chimeforchange.org

www.ticketmaster.co.uk

Tel: +44 (0) 844-847 1693

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



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

To access B-roll footage from the Concert Announcement please go to:

<https://mediaserver2.specialtreats.co.uk:443/cgi-bin/filemanager/>

Username: GUCCI_SCREENING 2013

Password: gUcc15cR33n

THE SOUND OF CHANGE LIVE Performers

Visit www.chimeforchange.org/soundofchange for upcoming announcements about new performers

For media accreditation and ticketing for THE SOUND OF CHANGE LIVE, please contact:

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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.