



THE SOUND OF CHANGE LIVE TOMORROW

CHIME FOR CHANGE presents **THE SOUND OF CHANGE LIVE**, a global concert event highlighting girls' and women's issues to 1 billion people globally

Headlined by Co-founder and Artistic Director of CHIME FOR CHANGE, Beyoncé the line-up also includes performances from Ellie Goulding, Florence + the Machine, HAIM, Iggy Azalea, John Legend, Jennifer Lopez, Laura Pausini, Rita Ora and Timbaland

Simon Le Bon also confirmed to perform

Show starts at 6pm BST tomorrow at London's Twickenham Stadium

Friday 31st June 2013, London, UK Tomorrow, Beyoncé will be joined by a star-studded line-up for THE SOUND OF CHANGE LIVE concert event, including Ellie Goulding, Florence + the Machine, HAIM, Iggy Azalea, John Legend, Jennifer Lopez, Laura Pausini, Rita Ora, Timbaland and a number of other surprise guests including Simon Le Bon. They will take to the stage to support Gucci's new global campaign for girls' and women's empowerment, CHIME FOR CHANGE. Tomorrow's concert event, which takes place at London's Twickenham Stadium, will be broadcast to up to 1 billion people globally in six continents, and will bring together some of the world's most talented artists and internationally renowned activists to raise awareness of the issues affecting girls and women.

Simon Le Bon said: "In the year which marks the centenary of the Suffragette Movement, I am excited to be a performer at the Twickenham CHIME FOR CHANGE show this Saturday. As the father of three determined daughters, and as a man who was raised by a strong, inspirational woman, I unreservedly support women's rights and the drive for equality world wide. So prick up your ears, because Chime is coming to town."

Presenters and performers at THE SOUND OF CHANGE LIVE will include:

Aishwarya Rai * Abhishek Bachchan* Archbishop Desmond Tutu * Beyoncé * Blake Lively * Ellie Goulding * Florence + the Machine * Freida Pinto * Frida Giannini * 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 * Salma Hayek Pinault * Sharmeen Obaid-Chinoy * Timbaland * Zoe Saldana *

CHIME FOR CHANGE Co-founder and THE SOUND OF CHANGE Artistic Director, Beyoncé Knowles-Carter, who will perform a 45 minute special set, said: "Our goal is to call for change for girls and women in the loudest voice possible," said Knowles-Carter. "I am



excited for us to come together and bring the issues of Education, Health and Justice for girls and women to the world stage."

In addition to live performances and collaborations from leading global artists, the concert will also serve as a platform to broadcast inspirational and provocative short films and stories spotlighting girls' and women's issues globally. One such film has already received critical acclaim at the Women Deliver conference in Kuala Lumpur, Malaysia, on the 30th and 31st May. **'HUMAIRA: THE DREAM CATCHER'** is directed by Emmy and Oscar[®] winning documentary filmmaker, Sharmeen Obaid-Chinoy. The film chronicles the life of a young woman who is fighting to educate girls in her community in Pakistan. Through sheer determination, she has set up a school that now educates more than 1,200 children.

Other films that will be featured at **THE SOUND OF CHANGE LIVE** concert will include: **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 pass on their knowledge to other women; and Dan Reed's **#SHOUTING BACK** which explores accounts of women's experiences of sexual harassment in the UK.

A series of graphics will be displayed around Twickenham Stadium listing powerful statistics highlighting the issues affecting women and girls around the world, including shocking figures such as two thirds of the world's illiterate adults are women, 80% of maternal deaths could be easily prevented, 80% of the estimated 800,000 people trafficked annually are girls and women, 800 women die during pregnancy and childbirth every day and 70% of women experience physical or sexual violence in their lifetime.

Legendary UK promoter, Harvey Goldsmith, responsible for the world's biggest global charity concerts, such as Live Aid and Live 8, will produce the four-hour concert alongside Executive Producers Kevin Wall and Aaron Grosky from Control Room (Live Earth, Live 8, FIFA World Cup Kick Off) who have worked with Harvey on many of these great events.

In a world first, every ticket buyer will be able to personally choose which project the money from his or her ticket will fund. Gucci is underwriting the concert event so that all ticket sales (less VAT and service fees) will support selected projects. A sell-out concert is guaranteed to fund at least 120 projects supporting girls and women in more than 70 countries from ticket sales alone. Viewers around the world will also have the opportunity to lend their support by donating online at chimeforchange.org and fb.com/chimeforchange, and through a mobile text-to-give campaign. Partner organizations include UNICEF, UN Women, The Global Fund for Women, GEMS, Plan International, Vital Voices, CAST, Equality Now, Doctors of the World, Girl Up, PATH, KIND, Pro Mujer, and Women Deliver, to name a few.

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 as digital media partner.

Mariane Pearl, Managing Editor of CHIME FOR CHANGE, has this week led a Thomson Reuters Foundation journalism course, 'Reporting Women' - a five-day journalism course which put a spotlight on women's rights, empowerment and the media. Mariane Pearl worked directly with journalists from across the world, selected for their ability to bring expertise and experience to the project, to explore topics ranging from the safety of female journalists, to female stereotypes and female narratives in the media.

The Advisory Board of CHIME FOR CHANGE includes Hafsat Abiola, Muna AbuSulayman, Jimmie Briggs, Gordon and Sarah Brown, Lydia Cacho, David Carey, Joanne Crewes, Minh Dang, Juliet de Baubigny, Waris Dirie, Helene Gayle, Yasmeen Hassan, Arianna Huffington, Musimbi Kanyoro, Alicia Keys, John Legend, Pat Mitchell, Alyse Nelson, Sharmeen Obaid Chinoy, Francois-Henri Pinault, Julia Roberts, Jill Sheffield, Jada Pinkett Smith, Caryl Stern, Meryl Streep, Archbishop Desmond Tutu and his daughter Mpho Tutu, among others.

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

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: GUCCL_SCREENING 2013

Password: gUcc15cR33n

THE SOUND OF CHANGE LIVE Performers

Visit www.chimeforchange.org/soundofchange for the latest information about performers

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

Johanna.Whitehead@freud.com

Sam.Fane@freud.com

+44 (0) 20 3003 6300

For information about the CHIME FOR CHANGE campaign please contact:

Caroline.Preston@freud.com



Amy.dowd@freud.com
+44 (0) 20 3003 6300

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.