



**JULIA ROBERTS, BEN AFFLECK, CAMERON DIAZ
AND GWYNETH PALTROW LEAD A CAST OF FAMOUS FACES
COUNTING DOWN TO THE SOUND OF CHANGE LIVE
Presented by CHIME FOR CHANGE**

Roberts, Affleck, Diaz and Paltrow join Blake Lively, Florence Welch, Halle Berry, Jada Pinkett Smith, John Legend, Katy Perry, Kylie Minogue, Olivia Wilde, Ziggy Marley and CHIME FOR CHANGE co-founders Frida Giannini, Salma Hayek Pinault and Beyoncé Knowles-Carter in a powerful series of videos calling on people to make some noise for THE SOUND OF CHANGE LIVE concert event presented by CHIME FOR CHANGE

To view the videos click here:

<https://www.mpctv.com/shared.pl?a=f13a756b928a1f468965bfea76eb672e%26b=37811>

Presented by CHIME FOR CHANGE, Gucci's new global campaign for girls' and women's empowerment, the concert event 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 ***

29 May 2013, London, UK – With only four days to go until THE SOUND OF CHANGE LIVE concert event, presented by CHIME FOR CHANGE, actors, artists and activists unite in a series of powerful short videos calling on people around the world to make some noise for the empowerment of girls and women. The films see some of the world's most talented actors and artists proclaim that the sound of progress, the sound of connection and the sound of change are imminent, as the first concert event calling for change for girls and women fast approaches.

The footage sees Ben Affleck, Jada Pinkett Smith, Cameron Diaz and Halle Berry call on the public to make some noise as they shout with arms raised in the air. CHIME FOR CHANGE serves to convene, unite and strengthen the voices speaking out for girls and women around



the world, and to raise funds for non-profit organizations pursuing change. These notable voices join a growing team of men and women who are uniting in support of women's empowerment including powerful male figures such as Abhishek Bachchan, Archbishop Desmond Tutu, Gordon Brown, James Franco, John Legend, Timbaland and Ziggy Marley.

At the June 1st concert event, 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."

THE SOUND OF CHANGE LIVE presenter line-up 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, Madonna, Mpho Tutu, Sharmeen Obaid-Chinoy and Zoe Saldana.

THE SOUND OF CHANGE LIVE will be broadcast around the world to an audience of up to 1 billion and 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.

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 * 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 *

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.