



**BLAKE LIVELY, CAMERON DIAZ, JOHN LEGEND,
OLIVIA WILDE AND ZIGGY MARLEY
JOIN CHIME FOR CHANGE CO-FOUNDER BEYONCÉ KNOWLES-CARTER TO PAY
TRIBUTE TO THEIR MOTHERS**

In celebration of US Mother's Day, CHIME FOR CHANGE Advisory Board Members and supporters unite in moving footage to honor the women who have inspired them

Gucci's recently launched CHIME FOR CHANGE campaign, led by a Founding Committee of Frida Giannini, Salma Hayek Pinault and Beyoncé Knowles-Carter, serves to raise funds and awareness for girls' and women's empowerment around the world

The global campaign will see some of the world's most celebrated artists come together for the 1st June SOUND OF CHANGE LIVE concert event to raise funds and awareness for girls' and women's issues globally

To view and download the footage, please click here:

<https://www.mpctv.com/shared/mpctvshare.pl?a=3da564b20d518c8c3ba4baadb26ba918&b=5191>

10th May 2013, U.S.A – In a powerful video released today in celebration of Mother's Day, in the US and many other countries around the World, artists, actors and activists join forces to tell the world how much their own mothers have inspired them. The moving footage, created by CHIME FOR CHANGE, Gucci's new campaign for girls' and women's empowerment, shows each participant revealing the unique quality that makes their own mothers so special to them.

The powerful footage ends with each artist, actor and campaigner announcing their mother's name, and closing with the message "This Mother's Day, I chime for you".

As the Co-founder and Artistic Director of CHIME FOR CHANGE, Beyoncé will lead a host of musical artists at THE SOUND OF CHANGE LIVE, a global concert event taking place on 1st June at London's Twickenham Stadium including Ellie Goulding, Florence + the Machine, HAIM, Iggy Azalea, Jennifer Lopez, John Legend, Laura Pausini, Rita Ora, Timbaland and more to be announced.

"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 on June 1st to bring the issues of Education, Health and Justice for girls and women to the world stage."

As founder of CHIME FOR CHANGE Gucci will underwrite the concert event so that all ticket sales (less VAT and service fees) will support projects pursuing change for girls and women, specifically in the areas of Education, Health and Justice. Tickets for the concert are available through the campaign website,



www.chimeforchange.org/concert and via Ticketmaster (www.ticketmaster.co.uk or +44 (0) 844-847-1693).

For the first time ever, ticket buyers will have the opportunity to donate the value of their ticket to a nonprofit project of their choice. CHIME FOR CHANGE has partnered with Catapult, the first crowd-funding site dedicated to the advancement of girls and women, enabling concert attendees to select and support projects that promote Education, Health and Justice for girls and women around the world.

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 will also serve as a platform to broadcast inspirational and provocative short films and stories spotlighting girls' and women's issues globally.

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

THE SOUND OF CHANGE LIVE Performers

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

For further information about media accreditation for the Sound of Change Live please contact johanna.whitehead@freud.com or sam.fane@freud.com

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.