



CHIME FOR CHANGE SET TO REACH MILLIONS MORE WORLDWIDE AS IT HARNESSSES THE POWER OF TECHNOLOGY AND PARTNERSHIPS IN SUPPORT OF GIRLS' AND WOMEN'S EMPOWERMENT

**CHIME FOR CHANGE launches app featuring the voice of co-founder
Beyoncé Knowles-Carter, available free at the App Store**

**New collaboration with Kellogg's Special K Europe set to reach 25 million
households and inspire 250,000 voices to join the movement**

**CHIME FOR CHANGE calls on the global community to lend their voices and
#CHIMEIN in support of the girls and women who inspire them**

7th March 2014, Paris, France – On the eve of International Women's Day, CHIME FOR CHANGE, the global campaign for girls' and women's empowerment founded by Gucci, has launched important new strategic initiatives to further raise funds and awareness for issues affecting girls and women worldwide.

Since its launch at the TED2013 conference in February 2013, CHIME FOR CHANGE has focused on the power of technology to create change, including through its strategic partnership with crowd-funding platform, Catapult, which serves as the campaign's donation platform. Other strategic partnerships and an emphasis on social media activation have helped spread the message of girls' and women's empowerment to a global audience. To date, the campaign has raised more than \$4.75 million, helping to fund more than 280 projects in 81 countries across 87 non-profit campaigns.

Building on this technology focus, today, CHIME FOR CHANGE celebrates the launch of its new app, which will help the campaign continue to unite, convene and strengthen the voices calling for change for girls and women. The app will enable supporters to lend their voices by issuing #CHIMEIN messages, and to further create change by funding projects supporting girls and women through Education, Health, and Justice. Available in four languages (English, Italian, French and Spanish) and free from the App Store, the app was inspired by #CHIMEHACK, a 3-day hackathon hosted at Twitter's San Francisco HQ in December 2013, which convened the brightest minds and visionary leaders in technology to create innovative mobile app solutions to support girls and women. The CHIME app is available free from the App Store at: ichime.in/chimeapp.

In addition to launching the app, CHIME FOR CHANGE appealed to supporters around the world to mark International Women's Day by tweeting their support for the women and girls who inspire



them, using #CHIMEIN.

Gucci Creative Director and CHIME FOR CHANGE co-founder Frida Giannini, said: "Since launching CHIME FOR CHANGE last year, we have raised significant funds and awareness for girls and women around the world, but our work has only just begun. We believe in the power of technology and partnerships to drive change, as we are all stronger together. With the launch of this app, we are calling on our community to lend their voices – together, we can call for change in the loudest voice possible."

CHIME FOR CHANGE co-founder Beyoncé Knowles-Carter created a signature bell sound for the new app, lending her vocals from "Pretty Hurts." By sharing her voice, she is calling on others around the world to #CHIMEIN: "I am honored to be a part of the continuing work of CHIME FOR CHANGE on behalf of women and girls around the world, and especially at this time to mark International Women's Day."

CHIME FOR CHANGE also announced a strategic collaboration with Kellogg's Special K Europe. Special K has committed to reaching more than 25 million households across Europe with the message of CHIME FOR CHANGE. The brand aims to digitally activate and engage 250,000 of their community members, and through generous financial support, will fund projects helping more than 25,000 women.

Salma Hayek Pinault, co-founder of CHIME FOR CHANGE, said "Today marks a significant moment for CHIME FOR CHANGE as we continue to drive awareness of girls' and women's empowerment among millions of households across the world through a collaborative partnership with Kellogg's Special K. CHIME is giving girls and women everywhere a platform to unite, and through strategic collaborations, their voices are getting louder and our fight against inequality and injustice even stronger."

Commenting on the partnership, Peter Soer, VP Marketing at Kellogg Europe and a new member of the CHIME FOR CHANGE Advisory Board, said: "We are thrilled to join so many other voices helping girls and women to shine and be the best they can be, which is what Kellogg's Special K is all about. Large brands like ours can use our scale and reach to help make a positive impact on the world by driving awareness, inspiring action and ultimately helping to make change happen."

Kellogg's Special K becomes the latest strategic partner for CHIME FOR CHANGE, joining Twitter, another recent strategic partner, the Kering Foundation, the Bill and Melinda Gates Foundation, Facebook, Hearst Magazines, Catapult, P&G Prestige and Twitter to support the empowerment of girls and women around the world. Through a worldwide Mother's Day promotion at 13,000 points of sale, Gucci Fragrances is committing a minimum \$1 million USD to support projects for girls and women around the world. The support of these partners, and today's announcement from Special K, demonstrate an ongoing commitment by CHIME FOR CHANGE to growing a coalition of likeminded brands, organizations and individuals who are concerned about



Education, Health and Justice for girls and women everywhere.

ENDS

For images and b-roll from today's press conference please go to:

<http://www.image.net/ChimeforChange>

To stay informed, visit www.chimeforchange.org

and join our community on Facebook at www.facebook.com/chimeforchange and on Twitter at @ChimeforChange

Download the CHIME app at ichime.in/chimeapp

To watch and download the films please go to

www.chimeforchange.org or www.youtube.com/chimeforchange

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

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ABOUT 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 280 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, Hearst Magazines, P&G Prestige, Twitter and Kellogg's Special K.

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 and www.facebook.com/chimeforchange, and view the CHIME FOR CHANGE short films at 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, Carolyn Everson, 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, Peter Soer, 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

The Kering Corporate Foundation

Launched in 2009, the Kering Foundation combats Violence Against Women. It supports NGOs and social entrepreneurs, helps raise awareness on Violence Against Women and encourages employee involvement in Americas, Western Europe and Asia.

More than 140,000 women benefited from the Foundation's support since its inception.

www.keringfoundation.org @KeringForWomen

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2013 sales of \$14.8 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Our brands – Kellogg's®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Mini-Wheats® and more – nourish families so they can flourish and thrive. Through our Breakfasts for Better Days™ initiative, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. To learn more about Kellogg, visit www.kelloggcompany.com or follow us on Twitter @KelloggCompany.

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 mobiles 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.

ABOUT P&G Prestige:

P&G Prestige is the producer of Gucci Parfums. Its President Joanne Crewes, also a CHIME FOR CHANGE Advisory Board Member, teamed up with Giannini to create the Gucci Parfums donation program launched in 2013. Gucci Parfums announced a minimum pledge of \$1 million to support CHIME FOR CHANGE projects through the sales of five designated iconic Gucci fragrances: Flora by Gucci, Gucci Guilty pour Femme and Gucci Guilty pour Homme, Gucci Première and Gucci Made To Measure. With a unique donation code in each product, consumers will be able to help improve the lives of girls and women by choosing to support projects promoting Education, Health or Justice. Gucci Parfums is encouraging consumers to redeem their donation codes online at www.chimeforchange.org/gucciparfums, and to share their involvement, spreading the message of the campaign.