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**Gucci luncheon at TEDWomen unveils CHIMEHACK 2,
a hackathon presented by CHIME FOR CHANGE and Twitter to create
technology solutions promoting safety for girls and women**

*CHIMEHACK 2 will take place July 9-12, 2015, with support from Kleiner Perkins Caufield & Byers,
The Kering Foundation and Hearst Magazines*

May 29, 2015, Monterey, Calif. – Gucci hosted a luncheon event at TEDWomen on Thursday to announce CHIMEHACK 2, a hackathon focused on developing solutions to promote safety for girls and women. Presented by Twitter and CHIME FOR CHANGE, the global campaign for girls and women founded by Gucci, the hackathon will be held July 9-12 in San Francisco, with support from Kleiner Perkins Caufield & Byers, The Kering Foundation and Hearst Magazines. Engineers will be challenged to develop tech-driven solutions to 3 challenges: safety in the developing world, safety on campus and promoting healthy relationships.

The lunch was hosted by Pat Mitchell, TEDWomen curator and CHIME FOR CHANGE Advisory Board member, who has been a champion of the campaign since hosting the original CHIME FOR CHANGE launch event at TED2013 in Long Beach, Calif. Nandini Ramani, VP of Engineering Effectiveness at Twitter, introduced CHIMEHACK 2 and described the three challenges. Powerful content from the Oscar buzzworthy documentary THE HUNTING GROUND, written and directed by Academy Award nominated Kirby Dick and produced by Academy Award nominated Amy Ziering, was featured to further expose the challenges facing young women on campus, one of the focus areas of the hackathon.

“We’re excited to continue this partnership with CHIME FOR CHANGE and we are looking forward to convening some of the brightest minds in technology to address these critical issues for girls and women,” said Ms. Ramani. Twitter has been a Strategic Partner of the CHIME FOR CHANGE campaign since 2013 and continues to increase its commitment to girls’ and women’s issues.

Through CHIME FOR CHANGE, Gucci has served as a convening force behind an unprecedented group of partners across many industries, including technology, philanthropy, media and entertainment. “The CHIMEHACK events reflect Gucci’s focus on innovation,” said Gucci President and CEO Marco Bizzarri. “It is especially motivating that this year’s challenges are centered on promoting safety, as Gucci and our parent company, Kering, have a long history of supporting justice for girls and women around the world.”

Annie Clark, co-founder of End Rape on Campus and one of the main subjects of THE HUNTING GROUND, joined Alyse Nelson, President and CEO of Vital Voices, in conversation to articulate the need for innovative solutions to address safety concerns on campus. The TEDWomen community was invited to vote on the most pressing need for supporting young women on college campuses through a real-time, Twitter-supported voting mechanism, the results of which will further shape the campus challenge at the hackathon.

“CHIMEHACK is an opportunity for talented individuals to test their skills and network with leaders in the industry, but also to understand pressing global challenges and create truly useful solutions,” said Juliet de Baubigny, chair of the CHIMEHACK2 Host Committee and a Senior Partner at Kleiner Perkins Caufield & Byers, as well as a CHIME FOR CHANGE Advisory Board member. “We’re thrilled to have our KP Fellows involved in this event, lending their talents to help develop solutions to support girls and women.”

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In addition to de Baubigny; the CHIMEHACK 2 Host Committee includes Robbie Myers, Editor-in-Chief of ELLE US; Dick Costolo, CEO of Twitter; and Robert Triefus, EVP, Chief Marketing Officer of Gucci.

The first CHIMEHACK event took place in December 2013, with participation of 105 hackers, and prize sponsors including Kleiner Perkins Caufield & Byers, Chegg, Jawbone, Hearst Magazines, the Skoll Foundation and Gucci. The first CHIMEHACK focused on developing mobile app solutions to improve the lives of girls and women, and included UNICEF, Riders for Health, Vital Voices and UN Women as non-profit partners.

Building on the legacy of the first CHIMEHACK in 2013, CHIMEHACK 2 will identify ways for disruptive technology to support girls and women globally, and celebrate the power of women in tech. A kickoff event on July 9 at Twitter will include content and expert panel discussions related to each of the three challenge areas. Throughout the hackathon, teams will be provided with access to key leaders and nonprofit organizations working in the space to help craft their solutions.

Interested CHIMEHACK 2 participants may visit <http://chimehack.splashthat.com> to request more information. Engineers, designers, product managers and marketing experts of all levels are invited to apply. The deadline for applications is June 25, 2015.

To stay informed about the CHIME FOR CHANGE campaign, please visit www.chimeforchange.org and join the community on Twitter www.twitter.com/chimeforchange and Facebook at www.facebook.com/chimeforchange.

About CHIME FOR CHANGE

CHIME FOR CHANGE, founded by Gucci, is a global campaign 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 the power of crowdfunding, CHIME FOR CHANGE has funded more than 400 projects in 86 countries through 144 non-profit partners reaching hundreds of thousands of girls and women around the world. CHIME FOR CHANGE co-Founders Salma Hayek Pinault and Beyoncé Knowles-Carter continue to lead the campaign with its coalition of partner organizations. Founding Partners include the Kering Corporate Foundation, the Bill & Melinda Gates Foundation, Facebook, Hearst Magazines and Catapult. Strategic Partners include P&G Prestige, Twitter and Kellogg's Special K. CHIME is powered by crowdfunding partners GlobalGiving and CrowdRise. 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, Hung Huang, Arianna Huffington, Musimbi Kanyoro, Alicia Keys, John Legend, Lee Young-Ae, 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, Monique Villa and Yang Lan. To stay informed, visit www.chimeforchange.org

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Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands.

For further information about Gucci, visit www.gucci.com.

TEDWomen

TEDWomen 2015 is produced by TED, the non-profit dedicated to ideas worth spreading, in association with Pat Mitchell, the co-curator and host of TEDWomen since its launch in 2010. Themed "Momentum," the event hosts 850 women and men for a live program of more than 40 speakers and performers over three days in Monterey,

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California. As part of the event, TED broadcasts the TED Talks in real time to about 250 simultaneous TEDxWomen events held in 68 countries, including Kuwait, Uganda, Mongolia, Haiti, Algeria, Israel, Mexico, Brazil, Switzerland, India, Sweden, France and China.

The full speaker list can be found here: <https://conferences.ted.com/TEDWomen2015/program/speakers.php>.

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading, usually in the form of short, powerful talks (18 minutes or fewer) delivered by today's leading thinkers and doers. Many of these talks are given at TED's annual conference in Vancouver, British Columbia, its TEDWomen conference and its TEDGlobal conferences—then made available, free, on TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

TED's open and free initiatives for spreading ideas include TED.com, where new TED Talk videos are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from thousands of volunteers worldwide; the educational initiative TED-Ed; the annual million-dollar TED Prize, which funds exceptional individuals with a "wish," or idea, to create change in the world; TEDx, which provides licenses to thousands of individuals and groups who host local, self-organized TED-style events around the world; and the TED Fellows program, which selects innovators from around the globe to amplify the impact of their remarkable projects and activities.

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