



GUCCI'S CHIME FOR CHANGE RELEASES ITS LATEST ZINE AND PRESENTS THE IMPACT OF THE #STANDWITHWOMEN CAMPAIGN

Sinéad Burke, Jeremy O. Harris, Amandla Stenberg and Teresa Younger join the existing Advisory Board

19 October 2020 – Through its #StandWithWomen campaign, the latest issue of its CHIME Zine, and an expanding Advisory Board, CHIME FOR CHANGE is pleased to continue its work to convene, unite and strengthen the voices speaking out for gender equality. With gender inequities intensified and global economic resources reduced during the COVID-19 pandemic, supporting the specific needs of women and girls has become increasingly important.

#STANDWITHWOMEN

CHIME FOR CHANGE and the KERING FOUNDATION are proud to highlight the ongoing impact of the #StandWithWomen campaign to combat the increase of gender-based violence and discrimination during the pandemic. Launched in May 2020, #StandWithWomen has provided critical funding to nonprofit partners working with grassroots organizations on the frontlines to uphold and protect the safety, health and justice of women around the world, including women of color, transgender women, Indigenous women and disabled women.

Key accomplishments made possible with #StandWithWomen funding include:

- **Global Fund for Women:** Mobilized resources to feminist funds and organizations including Fondo Semillas in Mexico, HER Fund in Hong Kong, Fondo ELAS in Brazil, and the Mediterranean Women's Fund to strengthen networks and alliances among women, human rights defenders and activists to address increased gender-based violence and intensified gender inequities in the time of COVID-19.
- **Equality Now:** Hosted prominent activists from eight countries across the MENA region (Algeria, Egypt, Iraq, Jordan, Lebanon, Morocco, Palestine and Tunisia) for a virtual convening to address the current challenges facing women. Additionally, delivered a social media training for youth activists in Tripoli on storytelling and gender advocacy in the pandemic.
- **Ms. Foundation for Women:** Supported grassroots organizations in the United States including Black Youth Project 100, National Asian Pacific American Women's Forum, California Latinas for Reproductive Justice, El Pueblo, Inc., The Garment Worker Center, Trans Sistas of Color Project, and Women With a Vision to empower and assist women of color, who have been disproportionately impacted by domestic violence, economic hardship and additional restrictions on reproductive rights during the pandemic.

- Chayn Italia: Developing an online training series for local service providers to reach women experiencing gender-based violence, to be rolled out at women's aid centers in seven regions of Italy in 2021.
- Rosa: Launched a COVID-19 response fund that awarded grants to 72 grassroots women's organizations across the UK, such as Girdreamer, Sunbeams, Time to Heal and Angels of Hope, helping them to adapt their services during the crisis and meet the increased needs of women and girls.

"Realizing immediately that the pandemic would have a disproportionate impact on women and girls, and that resources to women and girls' organizations would be limited, CHIME FOR CHANGE took early action through #StandWithWomen," said Yasmeen Hassan, Global Executive Director of Equality Now. "We are all hard at work to support these [grassroots] activists, and I want to thank Gucci and CHIME FOR CHANGE for their commitment to gender equality, even in the toughest of times."

To learn more about #StandWithWomen and to donate directly to the campaign's nonprofit partners, visit: globalgiving.org/standwithwomen.

Building on the work of #StandWithWomen to confront systemic issues affecting girls and women during the pandemic, CHIME FOR CHANGE is pleased to join the KERING FOUNDATION's [Global Boyhood Initiative](#), launched last week in partnership with Promundo. The initiative is an effort to equip adults with the tools and resources to raise, teach and coach boys (aged 4-13) to share emotions in healthy ways, accept and connect with others, stand up and speak out against inequality, and break free from stereotypes. The initiative is focused on long-term systems change, and encourages boys to be their wonderful, complex, healthy, emotional, non-violent selves, and ultimately aims to prevent violence and achieve gender equality – coherently with Alessandro Michele's collections for Gucci that use a gender-neutral approach to showcase the importance of challenging toxic masculinity and celebrating freedom of self-expression.

CHIME ZINE ISSUE NO. 2

Continuing to amplify the voices of activists and artists around the world who are fighting for gender equality, the latest issue of the CHIME Zine debuts today, featuring stories and calls to action on a variety of topics including women and girls with disabilities, intersectional feminism, trans dating, refugees, female genital mutilation (FGM), and child marriage. The zine will be distributed at the Gucci Garden in Florence, the Gucci Wooster Bookstore in New York and select bookstores worldwide, and available in English and Japanese where applicable. Along with the previous three issues, the digital version is available to view and download at <https://chime.gucci.com/zine/>.

Edited by organizer and author Adam Eli and art directed by visual artist MP5, this issue of the CHIME Zine includes a special section focused on Japan, with essays, interviews and artwork related to feminism, gender and self-expression in Japanese society. Contributors include Yuki Chizui, a sushi chef and owner of a sushi restaurant in Tokyo; Yume Morimoto, a queer feminist

writer and founder of English-Japanese bilingual zine, B.G.U.; and members of WAIFU, a resistance nightlife party founded on the principles of intersectional feminism and inclusion. The cover of the Japan spotlight features the women of Bluestocking (Seito), Japan's first feminist literary journal credited with helping to launch the feminist movement in Japan in the 1910's.

CHIME FOR CHANGE ADVISORY BOARD

To further convene and engage the voices fighting for gender equality, CHIME FOR CHANGE is pleased to welcome the following new Advisory Board members: Sinéad Burke, Activist and Writer; Jeremy O. Harris, Playwright; Amandla Stenberg, Actor, Artist and Activist; and Teresa Younger, CEO and President, Ms. Foundation for Women.

Sinéad, Jeremy, Amandla and Teresa join the existing CHIME FOR CHANGE Advisory Board, including: Hafsat Abiola, Founder, Kudirat Initiative for Democracy; Muna Abusulayman, Arab TV Icon, Philanthropist; Juliet de Baubigny, Venture Capitalist; Jamira Burley, Head of Youth Engagement and Skills, Global Business Coalition for Education; Lydia Cacho, Journalist and Human Rights Activist; David Carey, Chairman, Hearst Magazines; Antonella Centra, EVP General Counsel, Corporate Affairs and Sustainability, Gucci; Scarlett Curtis, Writer, Activist and Journalist; Tanya Compas, Multi award-winning youth worker & LGBTQ+ activist; Minh Dang, Founder, Survivor Alliance; Waris Dirie, Desert Flower Foundation; Sage Dolan-Sandrino, Youth Leader and Creative Director, TEAM; Hugh Evans, CEO, Global Citizen; Emma France, Global Development and Strategic Engagement Director, mothers2mothers; Latanya Mapp Frett, President and CEO, Global Fund for Women; Leymah Gbowee, Gbowee Peace Foundation, Nobel Peace Prize recipient (2011); Bethann Hardison, Executive Advisor, Global Equity and Culture Engagement, Gucci; Yasmeen Hassan, Global Executive Director, Equality Now; Hung Huang, Writer, Publisher; Arianna Huffington, Founder and CEO, Thrive Global; Katja Iversen, President and CEO, Women Deliver; Latanya Mapp Frett, President and CEO, Global Fund for Women; Madonna, Artist and Founder, Raising Malawi and Ray of Light Foundation; Alyse Nelson, President and CEO, Vital Voices Global Partnership; Phumzile Mlambo-Ngcuka, UN Under-Secretary-General and Executive Director of UN Women; Sharmeen Obaid-Chinoy, Academy Award-winning documentary filmmaker; Mariane Pearl, Emeritus Managing Editor, CHIME FOR CHANGE Journalism Platform; François-Henri Pinault, Chairman and CEO, Kering; Julia Roberts, Actor, Activist and Philanthropist; Caryl Stern, Executive Director, Walton Family Foundation; and Cleo Wade, Artist, poet and author.

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About CHIME FOR CHANGE:

[CHIME FOR CHANGE](#) was founded by Gucci in 2013 to convene, unite and strengthen the voices speaking out for gender equality globally, with a focus on Education, Health and Justice. To date, the campaign has raised nearly \$17 million to support projects and advocacy in 89 countries, through the funding of 430 projects with 160 nonprofit partners. CHIME FOR CHANGE aims to inspire participation in a collective community, bringing people together across borders and generations in the fight for equality.

About Gucci Equilibrium:

Gucci Equilibrium is our commitment to generate positive change for people and our planet. Powered by creativity and collaboration, we are reducing our environmental impact and protecting nature, while also prioritizing inclusivity and respect, so that everyone in our global Gucci community is free to express their authentic, diverse selves. As we approach our 100th anniversary, we are moving forward into the coming decades with an ongoing commitment to reinforce our culture of purpose, demonstrating our values through innovative pathways towards social and environmental sustainability. Gucci Equilibrium unifies the principles we uphold and the actions we pursue to treat our world and each other better, for our collective future. For more information visit equilibrium.gucci.com and discover Gucci's Instagram dedicated to social and environmental sustainability at [Instagram.com/GucciEquilibrium](https://www.instagram.com/GucciEquilibrium).

About the Kering Foundation:

Worldwide, 1 in 3 women is or will be a victim of violence during her lifetime. Since 2008, the Kering Foundation combats this violence that affects all cultures and all social classes. To maximize its impact, the Foundation works hand in hand with a limited number of local partners in the three main regions where the Group operates: the American continent, Western Europe and Asia. The Foundation supports local survivor-centered organizations that provide comprehensive services to women, and, since 2018, has begun working with younger generations, particularly young men and boys, to combat violence against women through prevention programs. The Foundation also seeks to change behaviors within Kering and in society in general. It offers training sessions on domestic violence for Kering employees and created, in 2018, alongside the FACE Foundation, "One in Three Women", the first European network of companies engaged against gender-based violence. www.keringfoundation.org

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