

The Kering Foundation announces two partnerships to mark its commitment to combat sexual assault on campuses in the U.S.

- ∞ **The Kering Foundation names *We End Violence* the winner of the 2015 Social Entrepreneur Award in the Americas**
- ∞ **The Kering Foundation signs a partnership with Generation Progress' initiative "It's on Us" to address and shift the cultural dialogue around sexual assault on college campuses**

NEW YORK CITY. **The Kering Corporate Foundation, which combats violence against women, announced its commitment to prevent and fight sexual violence in the US, focusing on college campuses** through support to two American organizations at an event at the French Consulate.

First, the Foundation named ***We End Violence***, a social business based on prevention against sexual violence, **the winner of the Kering Foundation's 2015 Social Entrepreneur Award in the Americas**. *We End Violence* provides an innovative model to raise awareness and change behaviors leading to gender-based violence. The organization is committed to creating a culture where it is safe for survivors of sexual violence to share their stories and heal; to change the cultural myths and norms of discrimination; to encourage men to see their role in preventing violence; and to build alliances that will empower more people to speak out. Since 2006, *We End Violence* has assisted 10,000 direct beneficiaries and 15,000 indirect beneficiaries.

We End Violence will benefit from a 2-year support, including a grant of €30,000 (ie. nearly \$34,000) as well as mentoring by a Kering Group senior manager, with the goals of strengthening the marketing and communication strategy.

At the award ceremony, Marie-Claire Daveu, Kering Chief Sustainability Officer and Head of international institutional relations, said *"The Kering Foundation is proud to support We End Violence: our jury was impressed by the strong expertise, leadership and strategic vision of its two founders, Carol Mosely and Jeff Bucholtz. I believe the mentoring by a Kering senior employee is a fantastic opportunity to share important skills and knowledge."*

"We formed We End Violence to push forward the movement to end gender-based violence. We welcome the support and involvement of the Kering Foundation in reaching that goal", said Carol Mosely, one of the founders of *We End Violence*.

This year, with the support of Geneva Global, a philanthropic consulting firm with expertise on social entrepreneurship, the Kering Foundation screened several projects, launched three due diligences and after complementary interviews, ultimately selected two finalists. The Social Entrepreneur Awards continually draw from a strong pool of highly-competitive, visionary, and talented candidates. Since 2009, the Awards have supported six social entrepreneurs around the world. In addition to today's award in the Americas, the Kering Foundation also rewarded Starfish Project as 2015 winner in China.

During the ceremony, **the Kering Foundation also announced its new partnership with Generation Progress and “It’s On Us” campaign**, whose mission is to make College campuses safer. “*It’s On Us*” is a cultural movement aimed at fundamentally shifting the way we think about sexual assault on college campuses. To change the public narrative on sexual assault, “*It’s On Us*” engages a diverse set of partners and works with local student organizers to build campaigns and implement policy change on their campuses. Through this partnership, the Kering Foundation will support the production and distribution of future campaign Public Service Announcements (PSAs) and culture change initiatives on college campuses.

“The Kering Foundation is a fierce advocate combating violence against women across the globe” said Kristin Avery, “*It’s On Us*” campaign manager. *“We are proud that the Foundation has partnered with It’s On Us, and we look forward to growing this campaign and further engaging students and advocates across American college campuses.”*

“The Kering Foundation chooses a specific cause to tackle in each area where it works. In the U.S., 1 in 5 college women experiences sexual assault. College campuses are among the most dangerous places for women and it’s also the most important place to initiate behavior change.” said Laurent Claquin, Head of Kering Americas and board member of the Kering Foundation.

About the Kering Corporate Foundation

Launched in 2009, and chaired by Kering Group Chairman and CEO François-Henri Pinault, the Kering Corporate Foundation combats Violence against Women. It supports NGOs and social entrepreneurs, helps raise awareness on violence against women and encourages employee involvement in the Americas, Western Europe and Asia. More than 140,000 women benefited from the Foundation’s support since its inception. For more information: www.keringfoundation.org @KeringForWomen

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