

JOUR-J349 Public Relations Writing

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4-27-15

Media Kit

MEDIA KIT
CLAUDIA CHAVIRA VELEZ

AN EVENING WITH



and



TO HELP END CHILD MARRIAGE

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For Immediate Release: Feb. 16, 2015



Gap Inc. Holds Panel On Women's Issues Open To The Public

Gap Inc. partners with International Center for Research on Women, invites experts to discuss child marriage and its effects on women in South Asian regions

SAN FRANCISCO—Tomorrow, Gap Inc., in partnership with the International Center for Research on Women (ICRW), will be hosting its first-ever panel on women's issues in San Francisco, where Gap Inc. headquarters are located. Four experts from the ICRW, including President Dr. Sarah Kambou, will be joined by feminist activist-actress, U.N. Goodwill Ambassador Emma Watson, Ambassador and Permanent Representative of Bangladesh to the U.N. Dr. A.K. Abdul Momen, and President of UN-Women Ib Petersen. The event "An Evening with Gap Inc. and ICRW To Help End Child Marriage" is open to the public and will focus on the detrimental effects of child marriage on women's health in South Asian regions.

The panel will take place at the San Francisco Palace of Fine Arts beginning at 6 p.m. Seats will be first come, first served. The event will feature an introduction speech by feminist activist-actress Emma Watson. Following that, attendees will have a chance to ask questions to the eight different panel members.

Gap Inc. and the ICRW wish to bring awareness to the fashion industry which has high stakes in these countries and the women who make it possible to produce garments, about the work being done and the issues in need of resolution in Southeast Asian nations in regards to child marriage.

"Partnering with Gap Inc. allows us to reach out to other companies who employ women in these regions in their textile factories and who have financial means to make a real change in the lives of these women who are being held back through the customs of child marriage," Dr. Kambou said. She hopes the event will be a wake-up call to the fashion industry on the issues these women face and what the industry can do to help.

For more information, call Gap Inc.'s media relations contact, Claudia Chavira Velez at 812-375-4690.

About Gap Inc.

Gap Inc. is a leading global retailer offering clothing, accessories, and personal care products for men, women, and children under the Gap, Banana Republic, Old Navy, Piperlime, Athleta, and Intermix brands. Fiscal year 2014 net sales were \$16.4 billion. Gap Inc. products are available for purchase in more than 90 countries worldwide through about 3,200 company-operated stores, over 400 franchise stores, and e-commerce sites. For more information, please visit www.gapinc.com/socialresponsibility.

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ART PECK

Chief Executive Officer

Art Peck is the CEO of Gap Inc. Peck was recently promoted to the role on Oct. 8, 2014, succeeding the former CEO Glenn Murphy. The role will become official on Feb. 1, 2015. Closely working with Murphy, he has made lasting impacts on the brand by establishing stores in China, raising minimum wage for its employees to \$10 an hour and expanding its omni-channel presence.

Peck's first role when he joined Gap Inc. in 2005 was executive vice president of Strategy and Operations. Taking control as the president of Gap North America and the Outlet division, Peck continued to receive promotions. The company saw growth in recently acquired brands and the Outlet division under Peck's leadership. Most recently, he held the role of president of the company's Growth Innovation and Digital division.

Peck graduated from Occidental College in Los Angeles, and went on to earn an M.B.A. from Harvard Business School. Before joining Gap Inc., he had a long career of 20 years with The Boston Consulting Group serving as a senior partner. Currently, he resides in California, where the Gap Inc. headquarters are located.



SARAH DEGNAN KAMBOU

President

Sarah Degnan Kambou is the president of International Center for Research on Women (ICRW). Kambou is responsible for implement social change on women's issues like gender equality and the improvement of women's health through conducting research and creating relief programs.

Kambou's research focuses on female sexual and reproductive health of women and teenagers, like HIV and AIDS. Kambou has been with the ICRW for 12 years performing research. Before becoming president, she served as a chief operating officer and "interim president" at the ICRW. During her years at the center, she has expanded the organization's presence in different countries around the globe and introduced new topics of research.

Kambou earned a bachelor's degree in French, which she speaks fluently, at the University of Connecticut. After, she earned a doctorate degree in international health policy and a master's degree on public health, both from Boston University. Prior to her work at the ICRW, Kambou co-founded and managed the Center for International Health at Boston University.

In 2012, Kambou was appointed to President Obama's Global Development Council where her responsibilities include advising President Obama on policies and strategies dealing with foreign assistance. Kambou also serves as an advisor to the Clinton Global Initiative and has been recognized by her alma mater, Boston University. Currently, she lives in Maryland with her husband.


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GAP INC. MEDIA RELATIONS

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Feb. 23, 2015

Backgrounder: Impacts of Child Marriage on South Asian Women's Health

The United Nations defines child marriage as marriage for anyone under the age of 18. Currently, there are over 70 million girls and women affected globally by child marriage (Glinski, Sexton, & Petroni, 2014). Child marriage has been linked to issues such as high maternal morbidity and mortality rates, fatal pregnancy issues and delivery complications, birth abnormalities, malnourishment of women, poor physical and mental health in women and lack of confidence in women (Verma & Srinivasan, 2014).

South Asian countries account for almost 50% of all child marriages occurring globally

Though child marriage is a worldwide issue, affecting Africa and Latin America among others, South Asian countries have some of the highest rates of child marriage (Khanna, Verma, & Weiss, 2014). Child marriage is especially prevalent in families of low economic status and with lower levels of education. When countries are hit by natural catastrophe or conflict, child marriage rates tend to increase (Khanna, Verma, & Weiss, 2014). Bangladesh has the highest prevalence of child marriage at 66 percent, followed by Afghanistan and India, both at 46 percent. As of 2010, 24.4 million women in the South Asia region were married before the age of 18; estimates for the years 2010-2030 point to 130 million more girls married before the age of 18 just in the region of South Asia (Khanna, Verma, & Weiss, 2014).

Child marriages continue due to social norms, gender inequality, and poor education

All South Asian countries have laws declaring child marriage as illegal, but they are hardly enforced. Only in Afghanistan and Pakistan are girls allowed to marry when they reach the age of 16, all other South Asian countries have the legal age at 18 (Khanna, Verma, & Weiss, 2014).

-more-

The South Asian countries are increasingly recognizing child marriage as a problem, but it is challenging to enforce said laws in rural areas of the countries.

One important factor continues to make child marriages so prevalent, and that is the attitudes toward girls' sexuality. A girl's sexuality is to be protected: to engage in sexual behaviors before marriage is generally frowned upon and would bring much shame to a family. A child marriage is a way to protect a girl from sexual activity before marriage, so the family does not have to worry about the girl dishonoring the family name.

Linked to protecting a girl's sexuality is the idea of a girl as a wife and mother and nothing else. Families in South Asia place little importance on girls, often viewing them as financial burdens (Khanna, Verma, & Weiss, 2014). To marry, the girl's family must also pay a dowry and if the girl's marriage is delayed, the dowry becomes increasingly expensive thus creating more resentment toward the girl from the family.

As mentioned before, rural areas are more prevalent to child marriage due to the expense to send girls to receive an education. Schools are often far away from rural areas and it is not seen as a smart investment to spend money on a girl's education. Withholding girls from going to school is also seen as a way to protect them from the violence against women that occurs in the streets (Verma & Srinivasan, 2014). Thus making poor girls from rural areas the most vulnerable to child marriages.

Child marriages are linked to earlier pregnancies and jeopardizing girls' health

Early marriage puts pressure on young girls to become pregnant, deliver more than one children in a shorter span of years and to prove their fertility. In South Asia, 44 percent of girls in child marriages wish to avoid becoming pregnant for two or more years but 24 percent of them are not using any method of contraception (Glinski, Sexton, & Petroni, 2014). Those who become pregnant at an earlier age are at higher risk for a number of challenges and health problems. Children born to young mothers are at greater risk of dying before the age of five, being underweight and suffering from anemia (Glinski, Sexton, & Petroni, 2014).

Child marriages put girls at risk of miscarriages and termination of pregnancy. Nearly 14 percent of the unsafe abortions occurring in developing countries are performed in women under the age of 20 (Glinski, Sexton, & Petroni, 2014). Married girls of a young age are more likely than those married at an older age to have poor mental, physical and sexual health, thus feel inadequate to take care of children and their household. The effects on their mental health produce a barrier between young girls and reaching the full potential in the community (Verma & Srinivasan, 2014).

Pressure on girls to produce a son, on top of other pressures from child marriages, also often carries attached consequences of domestic violence or abandonment (Nanda, Gautam, Verma, Kumar, & Brahme, 2013). Again, this may cause girls to go through several pregnancies until they produce a boy and it contributes to the cycle of child marriage by placing little importance and not taking care of those girls who are born but not wished for by their own families.

The effect of child marriage girl's health affects the lives of their children and of the community, if girls are not able to reach their full potential and be contributing and productive members of society.

GAP Inc. and ICRW team up with P.A.C.E. program to help alleviate the problem of child marriage through empowerment and education of women

The textile and garment industry is one of the biggest global employers to women workers with low education and skill levels. Gap Inc. realized its potential to drive some change in the attitudes of women workers in their factories and established the Personal Advancement, Career Enhancement program in 2007, currently operating in 60 factories across Asia. The programs focus in teaching “managerial, interpersonal, organizational, and other practical skills needed to move forward in work and life” (Nanda et al., 2013). Within the program, there are nine education modules: time and stress management, general and reproductive health, legal literacy and social entitlements, execution excellence, financial literacy, functional literacy, legal and social entitlements, gender roles, problem solving and decision making and communication.

The ICRW conducted an evaluation of the P.A.C.E. program in six separate factory sites throughout South Asia, and China. Their evaluation consisted of intensive interviews with participants of the program. A reached consensus among the participants was growth in confidence when dealing with work and family situations, being able to confront their supervisors about issues, improved communication, and willingness to help others and seek help (Nanda et al., 2013).

The ICRW has held individual programs, like workshops in the country of Bangladesh, bringing together members of the Bangladeshi government, non-governmental organizations, donors, religious leaders and adolescent children (Verma & Srinivasan, 2014). The purpose of such workshops is to create conversations among different stakeholders of the issue of child marriage, find the factors driving child marriage, and creating solutions to the problem. In one particular workshop, the ICRW found poverty, poor implementation of birth and marriage registration systems and enforcement of child marriage prevention law and programs, violence against girls and negative impact of media on adolescent's attitudes as key driving forces (Verma & Srinivasan, 2014). The participants suggested improving the efficiency of birth and marriage and registration systems, especially in rural areas and strengthening penalties for those who break the law.

The shared goals of the ICRW and Gap Inc. are to provide education on the issue of child marriage and its effects on girls' health and lives. Through education, women will be empowered and have the confidence and resources to improve their situations not only at a work setting, but also at home.

For more information, contact Gap Inc. Media Relations at 812-375-4690 or the ICRW media relations at 202-797-0007 or press@icrw.org.

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FACT SHEET



International Center for
Research on Women



OVERVIEW

Nonprofit organization comprised of social scientists, economists, public health specialists and demographers, all experts in gender relations.

ICRW works in more than 65 countries with nearly 120 partners like the Ford Foundation, UNAIDS, World Bank, etc. to improve the lives of women around the world using the conducted research to develop relief programs.

AREAS OF WORK

Adolescents (Child Marriage), Agriculture & Food Security, Economic Empowerment (Assets & Property Rights, Employment & Enterprise Development), HIV & AIDS (Stigma & Discrimination), Population & Reproductive Health (Fertility & Empowerment Network), Violence Against Women (Engaging Men & Boys), Emerging Issues (Innovation, Women & Technology)

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LEADERSHIP

PRESIDENT

Sarah Degnan Kambou

SENIOR POLICY MANAGER

Lyric Thompson

CHIEF ADMINISTRATIVE OFFICER

Patricia Daunas

BUSINESS DEVELOPMENT

Gretchen Hututal

DIRECTOR OF FINANCE

Manizh Nabieva

MISSION

ICRW's mission is to empower women, advance gender equality and fight poverty in the developing world. To accomplish this, ICRW works with partners to conduct empirical research, build capacity and advocate for evidence-based, practical ways to change policies and programs.

THROUGH THE YEARS

1976

ICRW is founded with the purpose to give women a voice. Research conducted in early years demonstrated the contributions women made in their societies and the need for them to be a key target of relief programs

1980s

Research in Latin America helps reformation of microfinance programs worldwide

1990s

ICRW is among the first organizations to document and research the impact of HIV/AIDS on women around the world

today

ICRW's research and partnerships continue to reduce global poverty by recognizing the important roles of women in society

future

Eliminating barriers women face in society such as gender equality, domestic violence, access to education, health education, safe workplace environments, equal wages, expectations as a maternal figure, etc.

“Where Insight and Action Connect”

###

Gap Inc.

ISSUE 176 • JANUARY • 2015

A WORD FROM YOUR EDITOR, CLAUDIA CHAVIRA VELEZ

Our quarterly newsletter allows you to hear voices from all places of our company, look at our latest successes, areas of improvement, stellar additions and unique opportunities for our employees.

WE WANNA HEAR FROM YOU! TELL US WHAT YOU WOULD LIKE TO SEE AT NEWSLETTER@GAPINC.COM.

IN THIS ISSUE | A MESSAGE FROM OUR BRAND NEW CEO | STELLAR EMPLOYEES | FINANCIAL MATTERS & MORE...

Ongoing partnership with International Center for Research on Women creates event to inform about child marriage

This month, our ongoing partnership with the International Center for Research on Women (ICRW), brings about a unique event: a panel discussion with experts visiting from India, actress and activist Emma Watson, as well as influential members from the United Nations. The discussion will focus on the issue of child marriage in South Asian countries, the potential solutions, and what we as a company and community can do to provide help to empower women in this situation.

Currently, South Asian countries account for over 50 percent of the child marriages in the world. The effects of child marriage on women have proven to be not only detrimental to their mental and sexual health but also as a hindrance to reach their full potential and be contributing members of their communities.

In line with our "Let's Do More" initiative, the event is estimated to reach over 500 people and inform them on the issue of child marriage and the possibilities to continue helping these women as we have done in the past. With our

standing Personal Advancement, Career Enhancement program (P.A.C.E), which has benefited women over 20,000 women in seven countries, helping them learn to be confident and self-sufficient, we now seek to tackle another issue that is hindering their personal growth and that is child marriage.

The discussion will take place Feb. 17, at the San Francisco Palace of Fine Arts starting at 6 p.m.

All employees are encouraged to attend and ask questions, especially those who have participated with our P.A.C.E. program in the past.

Opportunities to volunteer for the event are available, please contact one of our event coordinators, Lisa Smith at (375) 456-9807. Volunteers would help set up the venue, hand out brochures at the entrance, and possibly interact and host our esteemed visitors. Please contact Lisa no later than Feb. 10.

THE EVENT SPEAKERS



Emma Watson
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Dr. Kambou
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Dr. Momen
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Dr. Das
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... THIS QUARTER'S DRIVING PRODUCTS | OUR COMPETITORS | YOUR THOUGHTS

"My Second Month at Gap Inc. and What We Can Do Together"

by newly-appointed CEO Art Peck

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"In my 10 years with
Gap Inc., I have never
been more excited
about the ways we
can give back to our
communities."

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THIS QUARTER'S DRIVING FORCES

Our best-selling
products this
quarter and why
you should believe
in them too...

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AT OLD NAVY



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GET TO KNOW YOUR CEO

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THIS QUARTER'S DRIVING FORCES

Continued from last page

Our best-selling products this quarter and why you should believe in them too...

AT PIPERLIME

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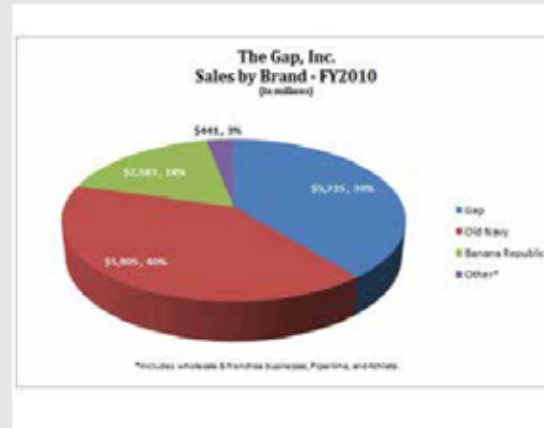
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Last quarter's financial highlights

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P.A.C.E. Leaders Want Your Help



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Thoughts from Stella Washington, Old Navy employee in Columbus, Indiana...



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STELLA'S FAVORITES



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Last Quarter's Stellar Employees



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SEND NOMINATIONS FOR STELLAR EMPLOYEES AT STELLAREMPLOYEES@GAPINC.COM

ONE LAST THING

Jan. 15

Banana Republic launches new line
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Jan. 27

Website and interface support

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Feb. 10

Last date to volunteer for events

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Feb. 17

Child marriage talk in San Francisco

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March 21

Corporate monthly meeting

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March 30

P.A.C.E. implements new program

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Noteworthy dates

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