



Media Release

Win up to US\$35,000 for your Idea that Empowers Women and Girls Thanks to Mazars and MasterCard

Singapore, 09 May, 2016: In an exciting development, **Project Inspire: 5 Minutes to Change the World** announces an additional award to its current US\$25,000 Grand Prize. Together with MasterCard and Project Inspire's new supporting partner, Mazars, projects promoting financial inclusion through social entrepreneurship can now increase their chances of securing a US\$10,000 grant in order to implement their inspired ideas. Eligible projects include financial literacy programs, micro lending initiatives, and products, services or technology that equip women and girls with greater access to finance.

"Mazars is proud to partner with Project Inspire in this mission to support young social entrepreneurs and help them make a difference for women and girls in Asia Pacific. As a socially aware organisation, we believe women's financial inclusion is key to promoting safety, security, and equality," says Denis Usher, Managing Partner at Mazars in Singapore.

"MasterCard strongly advocates financial inclusion because we believe it has the potential to help women increase their autonomy, social standing and well-being. With Project Inspire now in its sixth year, we have witnessed the impact the winning projects have on both women's well-being as well as the well-being of their families and the communities around them. This multiplier effect has been tremendously encouraging and we hope to continue to empower even more disadvantaged women and girls around the world through Project Inspire," adds Georgette Tan, Group Head, Communications, Asia Pacific, MasterCard.

Mazars is a global audit, accounting and advisory firm that relies on the skills of 17,000 professionals in 77 countries. They now join other long-term partners, Bain & Company and INSEAD, in support of women's empowerment and social entrepreneurship.

"This partnership comes at a time where support for women and girls' economic participation is a vital tipping point for many. For the last five years, Project Inspire has received notable applications seeking to advance financial inclusion, which plays a crucial role in gender equality. Financial inclusion has empowered over 80 million of the world's poorest women with decision-making power and higher socio-economic status. It's exciting to know we can further support such programs through Project Inspire this year," says Trina Liang-Lin, President, Singapore Committee for UN Women.

For its sixth edition, the global challenge asks young change-makers between ages 18 to 35 to share how their ideas are empowering women and girls in Asia and the Pacific through safety and security. To provide additional support, all applications submitted before 31st May 2016 stand an exclusive chance at receiving tailored feedback from UN Women, Singapore Committee. Ten applicants will get to hear how their applications can be improved for a re-submission. With this incentive, young change-makers are encouraged to communicate their ideas effectively to stand out from the rest. Final submission deadline is 1st July 2016.

-- END --

For media inquiries: media@5minutestochangetheworld.org

About Project Inspire

A joint initiative by the Singapore Committee for UN Women and MasterCard, Project Inspire is a social entrepreneurship challenge for youth to pitch their inspired ideas that empower women and girls in Asia and the Pacific. Up to 20 semi-finalists will be selected to go through a crowdfunding stage, with up to ten finalists winning an all-expenses-paid trip to Singapore in November, 2016 for the Grand Finals. Finalists will also receive exclusive boot-camp, mentoring sessions, and the opportunity to be awarded grants. #ProjInspire

www.projinspire.com - www.facebook.com/projinspire - www.twitter.com/proj_inspire

About Mazars:

Mazars is an international, integrated and independent organisation, specialising in audit, accountancy, tax, legal and advisory services. As of 1st January 2016, Mazars operates throughout the 77 countries that make up its integrated partnership. We draw on the expertise of 17,000 professionals to assist major international groups, SMEs, private investors and public bodies at every stage of their development.

www.mazars.com - www.linkedin.com/company/mazars - www.twitter.com/mazarsgroup