Gap Kicks Off #ShareTheGapDream TikTok Challenge

Gap is backing its “Dream the Future” campaign with a new TikTok challenge, #ShareTheGapDream.

TikTok users are invited to post videos of themselves doing the dance, wearing Gap apparel and sharing a dream, feeling or wish they want to send out to the universe, in one word.

Gap will donate $10 to Boys & Girls Clubs of America for every video posted to TikTok with the hashtag, up to $50,000, through Dec. 31.

TikTok stars who have already participated in #ShareTheGapDream include Ocean Angela, Yvng Homie, Andre Swilley, Maggie Thurmon and Nate Wyatt.

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