

To: Robert Norris
Subject Line: Ellen Degeneres Clothing Line with GapKids

News Release

For Immediate Release
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GapKids and Ellen Degeneres Launch GapKids x ED

NEW YORK - October 2nd marks the release of GapKids x ED, a collaborative clothing line and campaign created by Ellen Degeneres in partnership with GapKids with the aim to empower young girls everywhere.

The campaign's main message is to empower and encourage self-expression in young girls through clothing. This idea is communicated in advertisements that feature six young girls ages 7 to 12, who excel in their passions for robotics, drumming, skateboarding, and entrepreneurship. Print advertisements will feature a "selfie" image of Ellen with the six girls, and the social media hashtag #heyworld will encourage positive social engagement. Beyond stores, the campaign spans outdoor, mobile, direct, digital, and on social media.

The collection also encourages kids to express themselves with self-customizable clothing and accessories. The campaign and clothing line's core message of self-expression directly align with Degeneres's values:

"I know from my own experience that nothing makes you feel better than being who you are and celebrating what makes you unique," says Degeneres.

Along with this, in keeping with Gap's long term focus on youth culture, and the commitment to supporting social causes that allow women to seek out their full potential, we are partnering with select girls' organizations that share a commitment towards girls and women.

Further details on the campaign can be found at Gap.com

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