

HW G Assignment

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### **GAP INC. SIGNS NEW DEAL AFTER KANYE DEPARTURE**

*After ending terms with star Kanye West, Gap Inc partners with Bad Bunny*

**New York City, NY:** Today Gap Inc. signs a deal with the biggest pop star of the year, Bad Bunny. With just ending terms with rapper Kanye West, no one knew in what direction the company was going. Before even signing with Kanye, the company was going downhill. With the signing, we upped our sales immediately. Still, with, recent comments and controversies we have decided to end terms with Kanye as we do not condone that behavior on this company. With the signing of Bad Bunny we hope to strive for greatness and not just help company sales but with those in needs.

Bad Bunny stated with the signing of his contract he wants 50% of his products sales going to the Sin Límite Fund, which is the relief fund for Puerto Rico after the disaster of Hurricane Fiona. CEO of Gap INC. Bob Martin stated in a press release “We are excited to have this partnership with Bad Bunny. This is not just an opportunity for us as a company to grow but for us to really give back to the people in Puerto Rico, and not just them but everywhere around the world that needs help, and this is just the first step for us as a company.”

With this partnership Gap Inc will provide:

- With 50% of Bad Bunny product sales going to the Sin Límite Fund customers will have the option to donate any amount of money to the fund and even receive 10% off their purchase.
- Gap Inc. Has donated 5 million to the Red Cross to help them in the efforts to combat against the disaster of Hurricane Fiona.

**About Gap INC:** In order to make it simpler to locate a pair of jeans that fit, Gap was established in 1969 with a dedication to doing more. Since then, the company has expanded into seven brands, and our initial resolve to do more has developed into a global aspiration to promote sustainability, inclusion, and equality. We take satisfaction in producing goods that people love while being good stewards of the environment, our community, and our consumers.