

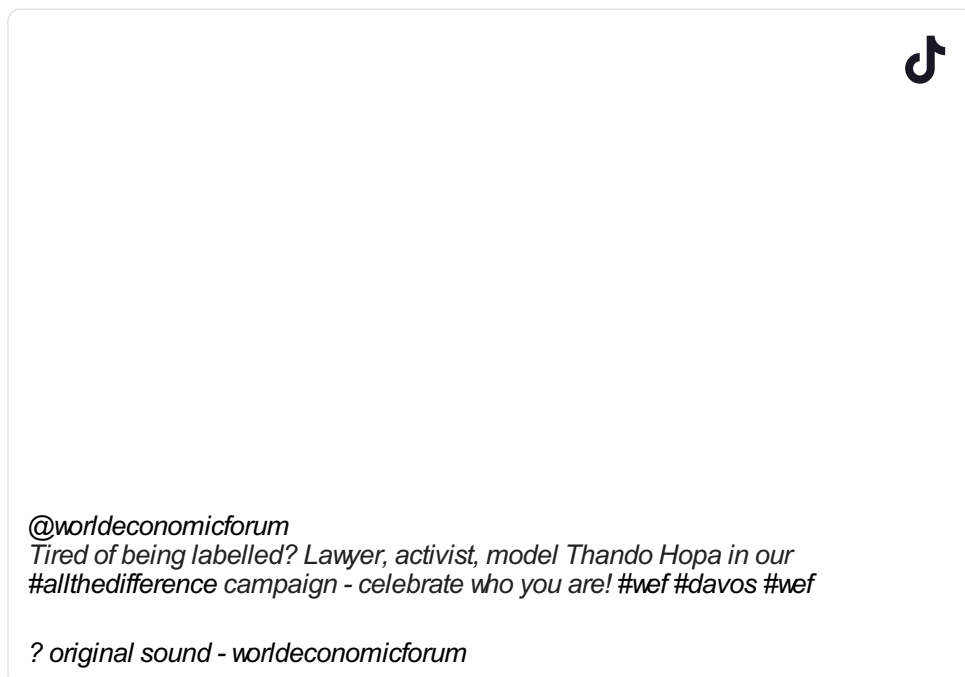
# World Economic Forum, TikTok launch #AllTheDifference campaign

TikTok and The World Economic Forum have collaborated to launch a campaign called "#AllTheDifference". The campaign aims to promote inclusion and diversity as leaders of state and business meet in Davos, Switzerland in January 2020 to discuss inclusive societies.

From 21 January to 17 January, TikTok users in 75+ global markets, including South Africa, are encouraged to celebrate inclusion and diversity by joining the #AllTheDifference challenge. A special "I say" sticker will be available to help TikTok users express themselves bravely and creatively.

Thando Hopa has already joined the challenge by posting a video using the "I Say" sticker.

Check it out below:



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