



Carter's & Hilary Duff Celebrate the Season of Giving With 'Carter's Dream Holiday Giveaway' Campaign

November 30, 2022

The most trusted baby and kids apparel brand and its Chief Mom Officer, Hilary Duff, are teaming up to make holiday dreams a reality

ATLANTA--(BUSINESS WIRE)--Nov. 30, 2022-- Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, is teaming up with its Chief Mom Officer, award-winning actress, singer, best-selling author, and mom-of-three, Hilary Duff, to introduce the 'Carter's Dream Holiday Giveaway' campaign. In the spirit of giving back during the holidays, Carter's and Duff are delivering an extra dose of holiday magic by turning families' holiday dream wishes into a reality.

"The holidays are a time to not just receive but to give back. It's about families sharing moments together, big or small, that create lasting memories," said Jeff Jenkins, Executive Vice President, Global Marketing. "Carter's understands parents more than anyone and knows that the holidays are the most special time of year. The 'Dream Holiday Giveaway' campaign allows us the opportunity to give back to our ever-growing community of families by granting their ultimate dream wish list and sharing in special memory-making moments."

Beginning today, November 30th through December 5th, families will have a chance to enter the 'Dream Holiday Giveaway' by visiting [Carters.com/dreamholiday](https://www.carters.com/dreamholiday) to submit your family's story and ultimate holiday dream. Whether you wish to have your Christmas shopping list fulfilled or send your family to their favorite vacation destination, all wishes will be considered for this giveaway opportunity. Ten lucky grand prize winners will be selected randomly to receive up to \$5,000 towards having their holiday dreams fulfilled.

"The holidays are incredibly special to me. As a working mom, it's a time of year that allows me to slow down and spend quality time with my family," said Hilary Duff "Whether we are traveling or spending the entire day in our PJs, we are always creating new memories together. Carter's and I worked in partnership to create the 'Dream Holiday Giveaway' campaign, and I feel so lucky to play a role in fulfilling holiday wishes that will turn into long-lasting, memory-making moments."

Follow @Carters on Instagram for additional updates and learn more about the giveaway at www.carters.com/dreamholidays.

About Carter's, Inc.

Carter's, Inc. is the largest branded marketer in North America of apparel exclusively for babies and young children. The Company owns the *Carter's* and *OshKosh B'gosh* brands, two of the most recognized brands in the marketplace. These brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. They are also sold through approximately 970 Company-operated stores in the United States, Canada, and Mexico and online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and www.carters.com.mx. The Company's *Child of Mine* brand is available at Walmart, it's *Just One You* brand is available at Target, and its *Simple Joys* brand is available on Amazon. The Company also owns *Little Planet*, a brand focused on organic fabrics and sustainable materials, and *Skip Hop*, a global lifestyle brand for families with young children. Carter's, Inc. is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

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Source: Carter's, Inc.