



Preparing for Takeoff: Carter's Announces Airplane Apology Agreement to Help Families with Fussy Flyers

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The trusted baby brand offers cash for parents to help build goodwill with judgmental passengers

ATLANTA--(BUSINESS WIRE)--Apr. 11, 2023-- Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, is introducing the Airplane Apology Agreement, a contract and cash package that parents can pass out on their next flight to help avoid judgmental looks, side-eye, or snarky comments from fellow travelers. Carter's knows flying with children can be overwhelming so this travel season Carter's is handling the apologies directly and allowing parents to fly stress free.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230410005405/en/>



Airplane Apology Agreement, courtesy of Carter's. (Photo: Business Wire)

with surrounding travelers, Carter's is making it easier to win over friends in flight by equipping traveling parents with a little petty cash to pacify fellow passengers. With the acceptance of the Airplane Apology Agreement, neighboring travelers agree to allow Carter's to rent their patience for a few hours on behalf of parents and assume the risk of potential annoyance by tiny frequent flyers.

"Cries in the sky and midflight meltdowns are the norm when traveling with kids. At Carter's, we want to help parents by ensuring they become the most popular passenger on the plane," said Jeff Jenkins, Executive Vice President of Global Marketing at Carter's. "Carter's Airplane Apology Agreement helps parents on their next trip by taking the stress off them and letting Carter's provide relief from their potentially judgy seatmates."

Beginning today, April 11, through April 17, families can enter for a chance to win. Five families will win a bundle that includes an Airplane Apology Agreement and 15 envelopes each containing \$100 cash cards for parents to pass out to neighboring passengers – plus a bonus bodysuit for baby to wear on the plane. To enter, visit www.carters.com/airplaneapology.

For more information, visit Carters.com or follow Carter's on [Instagram](#) and [TikTok](#).

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 nearly 1,000 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, its *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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