



Carter's Announces First-Ever 'Gift Wrapping Weekend,' the Ultimate Holiday Hack

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The trusted baby brand is giving parents and caregivers the ultimate holiday gift – a silent two-night hotel stay to destress ahead of the season

ATLANTA--(BUSINESS WIRE)--Nov. 9, 2023-- The holiday season is one of the busiest times of the year, with shopping and gift-wrapping among parents' top stressors. This year, Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, is flipping the biggest holiday 'chore' on its head, declaring the first-ever "**Gift Wrapping Weekend**" – turning an overwhelming task into a fun escape. Inspired by the viral social media trend, Carter's is helping parents 'wrap up' holiday tasks without interruption by gifting them a well-deserved stay at a local hotel for some 'me time' to prep for the holidays.

By December, the holidays are in full swing, and the pressure is on. Between scouring the market for the perfect gifts to hiding the goods from curious eyes, gift-giving can be overwhelming – until now. Carter's is rallying parents nationwide to dedicate the first weekend of December to tackling holiday to-dos while indulging in self-care so they can be more present and intentional with their families afterward.

Beginning today through November 14th, parents and caregivers can enter Carter's "Gift Wrapping Getaway Giveaway" for a chance to score a \$2,500 gift card for a hotel stay to check in and check off holiday to-dos in peace, along with a custom wrapping kit. Nine runners-up will receive a wrapping kit complete with all the trimmings to jumpstart their weekend celebrations.

"The never-ending holiday to-do list only adds to the many tasks parents are already juggling, and as rewarding as parenthood is, many of us would admit that sometimes we just need a break," said Jeff Jenkins, Executive Vice President of Global Marketing at Carter's. "We were inspired by this trend popping up on social media, with parents checking into local hotels to wrap gifts and decompress before the busy holiday season. The trend is just so relatable, and we wanted to bring it to life in a bigger way to empower others to take a moment for themselves during the holiday rush. Even one night 'off' can help parents refocus and return to give their families their undivided attention."

To kick off this epic new tradition, Carter's is calling all shoppers to take advantage of its holiday deals and snag gifts early so they can spend December 1st through 3rd 'wrapping up' their gifting to-dos in peace and enjoy some much-deserved opportunities to recharge – from face masks and light pampering to binge watching movies, enjoying their favorite podcast, cozy pajamas and more.

To enter, visit www.carters.com/wrappinggetaway now through November 14th, and follow Carter's on [Instagram](#) and [TikTok](#) for more updates this season. Shop Carter's biggest holiday deals and steals on Carters.com, ensuring your little ones are fully dressed in festive fits this season.

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 through over 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. They are also sold in leading department stores, national chains, and specialty retailers domestically and internationally. 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 is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

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