



Carter's and March of Dimes Partner to Support Families During Prematurity Awareness Month

November 17, 2025

Collaboration aims to raise awareness of premature birth and provide meaningful support for families navigating the NICU journey

ATLANTA--(BUSINESS WIRE)--Nov. 17, 2025-- Carter's, Inc. (NYSE: CRI), North America's largest and most enduring apparel company exclusively for babies and young children, today announced a partnership with March of Dimes in recognition of Prematurity Awareness Month. The collaboration shines a light on March of Dimes' mission to improve the health of all moms and babies nationwide—a mission Carter's has long supported through its innovative Preemie Collection, designed to bring comfort and care to the tiniest fighters.

For more than two decades, Carter's has stood beside preemie families, helping them navigate life's earliest and most fragile moments with compassion and care. That dedication comes to life through the brand's thoughtfully designed Preemie Collection, developed in collaboration with Neonatal Intensive Care Unit (NICU) nurses and families. Each piece features soft seams, gentle closures, and open-access areas that accommodate monitors and IVs, helping caregivers provide essential care without compromising comfort.

"For more than 160 years, Carter's has been honored to be part of families' earliest and most meaningful moments," said Sarah Crockett, Chief Marketing Officer, Carter's, Inc. "We are proud to support March of Dimes and the critical role they play in helping families navigate all the joys and stress that come from welcoming a tiny fighter to the family."

Each year, nearly 380,000 babies in the United States are born prematurely, and the new [March of Dimes Report Card](#) shows the national preterm birth rate remains unchanged from last year at 10.4%. Many of these babies require care in the NICU, where families often need added comfort and support. Through this partnership, the Carter's Charitable Foundation is donating \$50,000 to March of Dimes, uniting to raise awareness, fund critical research, and provide tangible comfort to families when they need it most.

"Every family in the NICU deserves to feel supported, cared for, and seen," said Kara Gilardi, MPH, CPXP, AVP, NICU Family Support, March of Dimes. "Our partnership with Carter's brings comfort and hope to families during what can be one of the most challenging and emotional times in their lives. Together, we're helping parents focus on what matters most, their baby, while ensuring they have the resources and care they need every step of the way."

Support March of Dimes and their efforts to aid families with babies in the NICU by donating today to March of Dimes at marchofdimes.org/donate. Carter's Preemie Collection is available exclusively online at Carters.com/Preemie and select Carter's stores nationwide, with sizes starting at up to 5 lbs and priced between \$10 - \$20.

About Carter's, Inc.

Carter's, Inc. is North America's largest and most-enduring apparel company exclusively for babies and young children. The Company's core brands are *Carter's* and *OshKosh B'gosh*, iconic and among the sector's most trusted names. These brands are sold through more than 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. Carter's also is the largest supplier of baby and young children's apparel to North America's biggest retailers. The Company's *Child of Mine* brand is available exclusively at Walmart, its *Just One You* brand is available at Target, and its *Simple Joys* brand is available on Amazon.com. The Company's emerging brands include *Little Planet*, crafted with organic fabrics and sustainable materials, *Otter Avenue*, a toddler-focused apparel brand, and *Skip Hop*, baby essentials from tubs to toys. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

About March of Dimes

March of Dimes leads the fight for the health of all moms and babies. We support research, education, and advocacy, and provide programs and services so that every family can get the best possible start. Since 1938, we've built a successful legacy to support every pregnant person and every family. Visit marchofdimes.org or nacersano.org for more information. Follow us on social at [@marchofdimes](https://twitter.com/marchofdimes).

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