



Carter's Partners with Bubba Wallace and Boys & Girls Clubs of America to Strengthen Support for Today's Parents

June 10, 2026

Through a new parenting resource hub and a nationwide giveback campaign, Carter's, Bubba Wallace and Boys & Girls Clubs of America are helping modern families feel more supported from day one.

Key Facts

- Continuing their multi-year partnership, Carter's is teaming up with Boys & Girls Clubs of America and racecar driver for 23XI Racing Bubba Wallace to build a "modern village" for parents—an ecosystem of support to help families feel more confident and less overwhelmed from day one.
- As part of the initiative, Carter's is launching a new online parenting resource featuring expert guidance, real parent stories, practical tips, and simple solutions to help parents in their first year and beyond.
- Through July 31, Carter's customers can donate to Boys & Girls Clubs of America at checkout, both in-store and online, to support the organization's mission to help all kids reach their full potential.

ATLANTA--(BUSINESS WIRE)--Jun. 10, 2026-- Carter's Inc. (NYSE:CRI), North America's largest and most-enduring apparel company exclusively for babies and young children, is continuing its partnership with racecar driver for 23XI Racing, and father of two, Bubba Wallace, to help meet the evolving needs of today's parents. Together with Boys & Girls Clubs of America — a national organization that has championed the growth and belonging of kids and families for over a century — the partnership is redefining what it means to show up for today's families, building a modern village rooted in community, guidance, and unconditional support.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260610036442/en/>



Bubba Wallace announces partnership with Boys and Girls Clubs of America and Carter's.

give their children the best possible start.

"Bubba's journey from a Boys & Girls Club Kid to professional athlete to new dad is a living example of the power of support in empowering kids to pursue and achieve their biggest dreams," said Sarah Crockett, Chief Marketing Officer at Carter's, Inc. "At Carter's, we believe that caring for the next generation starts with supporting parents and care givers from day one. Together with Bubba and Boys & Girls Clubs of America, we're proud to be part of the village so kids everywhere have the foundation they need to thrive."

In support of this initiative, Carter's, Boys & Girls Clubs of America and Bubba Wallace are coming together to create a resource destination designed to help parents feel more supported, confident, and connected throughout their parenting journey. The site destination will feature expert-backed guidance from Boys & Girls Clubs of America, practical tips from real Club families, and everyday resources for navigating early parenthood and beyond.

"Parenting isn't easy, and a lot of families don't have the kind of support or resources they need — especially during those early days," said Bubba Wallace. "That's why I'm so happy to be partnering with Carter's and Boys & Girls Clubs of America again to build that village and help parents feel confident, prepared, and supported during those early moments that matter most."

"Bubba is proof of what can happen when families have the support they need," said Jim Clark, president and CEO of Boys & Girls Clubs of America. "For more than 160 years, Boys & Girls Clubs have been a vital part of the village that supports parents and caregivers — providing kids with safe, supportive environments, caring mentors and access to opportunities that help them succeed, while giving families peace of mind. Through this purpose-led partnership with Carter's and Bubba, we're helping strengthen those support systems so more young people can thrive and reach their full potential."

To further support parents and families nationwide, Carter's is inviting customers to join its ongoing support of Boys & Girls Clubs of America through a giveback campaign designed to help expand access to the programs, resources and community support families need most. Through July 31, customers can donate at checkout in-store or online, turning their everyday purchase into a simple, meaningful way to help kids and their families thrive.

At a time when families feel the pressure to do it all, Carter's is bringing these partners together to connect our community to the people, resources, and support systems they need in their first year and beyond. Rooted in Carter's purpose to embrace the wonder of childhood, the partnership strengthens the systems parents rely on to

For additional information on the campaign visit [carters.com/bgca](https://www.carters.com/bgca)

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](https://www.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 Boys & Girls Clubs of America

For more than 160 years, Boys & Girls Clubs of America ([BGCA.org](https://www.bgca.org)) has provided a safe place for kids and teens to learn and grow. Clubs offer caring adult mentors, fun and friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Boys & Girls Clubs programming promotes academic success, good character and leadership, and healthy lifestyles. Over 5,500 Clubs serve more than 4 million young people through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. The national headquarters is located in Atlanta. Learn more about Boys & Girls Clubs of America on [Facebook](https://www.facebook.com/bgca) and [LinkedIn](https://www.linkedin.com/company/bgca).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260610036442/en/>

Alanna.gardner@carters.com

Source: Carter's Inc.