



Carter's Launches 'Dadfirmation Station' Hotline to Remind Dads They're Doing a Great Job

June 15, 2026

As new survey reveals self-doubt among dads, Carter's invites kids to share heartfelt messages of affirmation for Father's Day

Key Facts

- A new Carter's survey reveals widespread self-doubt among dads: 74% question whether they're doing a good job and 59% compare themselves to others
- To give dads a confidence boost ahead of Father's Day, Carter's is launching "Dadfirmation Station"—a national hotline where kids across the country can share messages of encouragement, appreciation and advice for dads and father figures
- From June 16 to June 21, kids can call 1-844-DADS-RULE to record their messages, and then on Father's Day, dads nationwide can dial in to hear them

ATLANTA--(BUSINESS WIRE)--Jun. 15, 2026-- Carter's Inc. (NYSE:CRI), North America's largest and most-enduring apparel company exclusively for babies and young children, today announced the launch of "Dadfirmations"—a first-of-its-kind national hotline designed to uplift dads ahead of Father's Day through heartfelt messages from the people who matter most: their kids.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260615222874/en/>



Today's dads are stepping up in meaningful ways, but like all parents, they're also navigating a constant learning curve. That journey often comes with feelings of self-doubt—and new research from Carter's shows many dads are quietly

Families can call 844-DADS-RULE to leave a special Father's Day message.

questioning whether they're doing a good job.

According to the findings, nearly 3 in 4 dads (74%) admit to doubting themselves as a parent, 59% say they've compared themselves to other dads, and 84% feel pressured to seem like they "have it all together."

Carter's knows parenting is a journey, so ahead of Father's Day, the brand is inviting children across the country to share words of encouragement, appreciation, and advice for dads and father figures through "Dadfirmations." From June 16 through June 21, kids can call **1-844-DADS-RULE** to record a short message sharing why their dad is special and celebrating the everyday moments that make him great. Then, on June 21, dads can dial the same number to hear a rotating collection of these uplifting messages—real kids delivering real reminders that dads are, in fact, showing up in meaningful ways.

And as it turns out, this is exactly what dads want most: When asked what they want for Father's Day this year, 65% said "words of affirmation."

"Today's dads are more engaged than ever, but like every parent and partner, they're also learning and growing every day," said Sarah Crockett, Chief Marketing Officer at Carter's, Inc. "No one has all the answers when it comes to parenting. The reality is, we're all just figuring it out as we go, and moments of uncertainty are simply part of the journey. With 'Dadfirmations,' Carter's is offering a meaningful boost of encouragement to help dads keep showing up with confidence."

In addition to the national hotline, kids and families can also record "Dadfirmations" in person at select Carter's stores from June 16 to June 21 in the following locations: Gastonia, NC; Atlanta, GA; Schaumburg, IL; Freehold, NJ; Stoneham, MA; Tustin, CA and Frisco, TX.

Survey Methodology

The Carter's Dad Confidence Survey was conducted online by the Carter's consumer insights team among 201 U.S. fathers with children under the age of 10. The survey explored attitudes, behaviors, and perceptions related to modern fatherhood.

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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260615222874/en/>

alanna.gardner@carters.com

Source: Carter's Inc.