



Carter's Launches National 'Giving Tuesday' Campaign

November 28, 2016

Every in-store and online pajama purchase will help kids in need keep cozy this winter

ATLANTA--(BUSINESS WIRE)--Nov. 28, 2016-- Parents and holiday gift-givers will feel especially proud of their purchase of cozy Carter's pajamas this year, thanks to the brand's Giving Tuesday campaign taking place on Tuesday, November 29.

For the seventh straight year, Carter's is partnering with Pajama Program to help further its mission of delivering new, warm pajamas to children in need. For every Carter's pajama purchase at one of Carter's 664 U.S. retail stores or online at www.Carters.com on Giving Tuesday (November 29th), Carter's will donate one pajama to a child in need, up to 100,000 pajamas will be donated. This year's campaign aims to surpass \$2 million worth of pajama donations.

"Carter's deeply cares about helping young children, and has partnered with charities like Pajama Program to help those most in need," said Mike Casey, Chairman and Chief Executive Officer, Carter's, Inc. "Every child should have warm and cozy pajamas, especially during the holidays. We look forward to helping Pajama Program provide Carter's pajamas to children who need them most this winter."

With the largest assortment of children's pajamas in the marketplace, Carter's is considered America's favorite jammies. Carter's selection of pajamas includes 1-piece, 2-piece, 4-piece, and gown options in sizes newborn to 12, so consumers are sure to find the perfect PJs for the little ones on their holiday gift lists.

"Pajama Program and Carter's have had a longstanding charitable partnership to help children in need get a good night's sleep," said Genevieve Piturro, Founder and Executive Director of Pajama Program. "We are thrilled to work with Carter's again this year and look forward to furthering our missions together."

Giving Tuesday launched in 2012 to encourage consumers to support charitable giving on the Tuesday after Thanksgiving. In 2015, more than 700,000 consumers participated in Giving Tuesday, raising more than \$116 million for various charitable causes.

Consumers interested in supporting Carter's program should make their purchases at a Carter's retail store or at www.Carters.com on November 29, 2016.

For more information about the Carter's partnership with the Pajama Program, visit www.Carters.com. For more information about Pajama Program, visit www.pajamaprogram.org.

About Carter's, Inc:

Carter's, Inc. (NYSE:CRI) is the largest branded marketer in the United States and Canada of apparel and related products 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 more than 1,000 Company-operated stores in the United States and Canada and online at www.carters.com, www.oshkoshbgosh.com, and www.cartersoshkosh.ca. The Company's Just One You, Precious Firsts, and Genuine Kids brands are available at Target, and its Child of Mine brand is available at Walmart. Carter's is headquartered in Atlanta, Georgia.

About Giving Tuesday

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. Since its inaugural year in 2012, #GivingTuesday has become a movement that celebrates and supports giving and philanthropy with events throughout the year and a growing catalog of resources.

About the Pajama Program:

Pajama Program provides new pajamas and new books to children in need nationwide, many of whom are waiting to be adopted. These children live in group homes, shelters and temporary housing facilities and are shuffled often from one place to another. Many of them have been abandoned, abused or neglected. Most of these children have never enjoyed the simple comfort of having a parent tuck them in at bedtime with warm, clean pajamas and a bedtime story. Some of the children are living with their families below the poverty level, in desperate need of food, clothing and shelter. These two simple gifts of pajamas and books let the children know that someone cares - sometimes these are the only new things they have ever received.



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Source: Carter's, Inc.

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