Carter's Empowers Youth Creativity with Exclusive Capsule Collection Designed by Boys & Girls Clubs of America Artists

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New limited-edition t-shirts highlight self-expression and support arts programming with first-of-its-kind program empowering the next generation of creators

ATLANTA--(BUSINESS WIRE)--Aug. 20, 2025-- 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 a limited-edition t-shirt collection designed by youth members of Boys & Girls Clubs of America (BGCA). The collection is the centerpiece of a first-of-its-kind program celebrating creativity, self-expression, and the power of dreaming big.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250819234938/en/

Carter's unveils a limited-edition t-shirt capsule collection in collaboration with Boys & Girls Clubs of America to help empower the next generation of creators. Pictured here: Limited-edition t-shirts designed by three standout young artists from Boys & Girls Clubs of America, available in sizes 12M to adult.

The designs—submitted by Boys & Girls Clubs of America youth through a nationwide contest—were selected from hundreds of entries. Three standout young artists were chosen to have their artwork brought to life on t-shirts available in sizes 12M through adult.

"Art is a powerful tool of self-discovery and expression, similar to the way we dress and style ourselves," said Jill Wilson, Chief Human Resource Officer, Carter's, Inc. "This collection reflects the spirit of imagination and the possibility we see in today's youth. Through our continued partnership with Boys & Girls Clubs of America, we're proud to help open doors for the next generation of creators. We are inspired by our work with Boys & Girls Clubs of America and thrilled to renew our support with this latest program with our shared commitment to improving the well-being of children in our communities."

"This collaboration with Carter's gives our young people more than a fun design opportunity—it gives them the chance to express their creativity, build confidence, and explore who they are and who they want to become," said Jennifer Bateman, Senior Vice President of Youth Development, Boys & Girls Clubs of America. "When young people are empowered to create, they begin to see new possibilities for their future and realize the power of their own potential."

The limited-edition collection is now available exclusively online at Carters.com/BGCA in sizes 12M to adult priced between $12 - $18. For every shirt sold, Carter's will donate $5 to Boys & Girls Clubs of America. Customers can also contribute through in-store pin pad donations at all Carter's U.S. retail locations through October 18, 2025.

To learn more about Carter's Charitable Foundation, Inc.'s partnership with Boys & Girls Clubs of America, please visit www.bgca.org/about-us/our-partners/carters/.

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-owned stores in the United States, Canada, and Mexico 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 Boys & Girls Clubs of America

For more than 160 years, Boys & Girls Clubs of America (**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** and **LinkedIn.**

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