

# carter's

A video made by your global marketing team  
featuring adorable Carter's families.

We're all **#inthistgether**

## STAY HOME

MAKE NEW! MEMORIES



We wanted to give you a sneak peek at the latest brand video that was created in days by our in-house marketing team. The video launches today on Carters.com, social media and email. This new creative is 100% “homemade” - developed and edited at home during the COVID-19 crisis. Featuring real Carter's families at home - the creative encourages everyone to “Stay Home & Make New Memories” through a series of short, home videos featuring our very own employees' kids set to a new take on an iconic children's song that was written and performed by Carter's families.

To help families impacted by COVID-19,  
**Carter's is donating \$1 million** in clothing through  
our longstanding partnership with Delivering Good.

**We're here for you even when we're apart.**