

## Kohl's Cares for Kids® Children's Hospital Program Event Tool Kit

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The Kohl's Cares for Kids® hospital program was introduced in 2000 to reinforce Kohl's commitment to the communities we serve and promote children's health initiatives. Through 2008, Kohl's Cares for Kids has raised more than \$126 million for children's health and education initiatives. Kohl's supports nearly 160 children's hospitals nationwide.

Four times annually, Kohl's introduces new Kohl's Cares for Kids children's books and plush toys. Items are \$5 each and 100 percent of the net profits are donated to the communities Kohl's serves nationwide including local hospital partners. Each hospital partner hosts a special event where Kohl's publicly presents the hospital's annual Kohl's Cares for Kids funds.

The Kohl's public relations team works closely with our hospital teams to ensure that announcement events meet the following criteria:

- Highlights the partnership between the hospital and Kohl's.
- Showcases the program funded through Kohl's Cares for Kids.
- Includes an oversized check presentation with Kohl's representatives and hospital executives.
- Involve [A-Teams](#) – Kohl's associates who volunteer their time at the event.
- Open to the general public.
- Interests local media/newsworthy.

### Media Goal:

- Ideally, two print and two broadcast placements will be secured per event.

### Event Planning and Approval Process:

- Complete the [Donation Announcement Event Form](#) and email to [KCKhospitalPR@kohls.com](mailto:KCKhospitalPR@kohls.com) at least four weeks prior to the event.
- Develop a pre-event press release and/or media alert using the templates provided.
- Distribute media materials and make follow-up calls to local media outlets.

### Once event has been approved:

- The Kohl's PR team will send a confirmation e-mail with next steps.
- Kohl's PR agency partner, CKPR, will contact you to discuss the event, coordinate and approve all media materials (required), secure a Kohl's spokesperson and create an oversized check for your check presentation.

If you have questions, please call Christie Itzin at 262.703.7204 or Gina Airaudi at 262-703-7786.



Insert Hospital Logo Here



FOR IMMEDIATE RELEASE

Contact: [NAME, [HOSPITAL]  
[PHONE NUMBER]

**HEADLINE**  
*Subhead*

[CITY, State], [DATE] — [Opening paragraph should include specific information on donation event: who, what, where, when, why, how.]

[Second paragraph should include information about the Kohl's Cares for Kids donation and what the money will go to support at the hospital as well as additional detailed information about the event such as when the check donation will be presented.]

"[QUOTE FROM HOSPITAL EXECUTIVE]"

Since [DATE], Kohl's has donated more than [ROUNDED DOLLAR AMOUNT OF TOTAL DONATIONS] to [HOSPITAL]. Other [HOSPITAL] initiatives supported through Kohl's Cares for Kids® include [INSERT DONATION SUPPORT ACTIVITIES].

Kohl's commitment to [HOSPITAL] is made possible through the Kohl's Cares for Kids® philanthropic initiative. Kohl's Cares for Kids includes a merchandise program featuring \$5 books and plush toys where 100% of net profits go toward supporting hospital partnerships like this one. Through 2008, Kohl's has raised more than \$126 million dollars through its merchandise program. Other components of Kohl's Cares for Kids include Kohl's A-Team associate volunteer program; the Kohl's Kids Who Care® Scholarship Program, recognizing stand-out kids for volunteer efforts in their communities; and fundraising gift cards for local schools and nonprofit organizations.

[HOSPITAL BOILERPLATE]

**Kohl's Department Stores**

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. Kohl's operates 1,022 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$126 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

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## EXAMPLE

FOR IMMEDIATE RELEASE

Contact:  
Children's Hospital of  
Anywheretown  
Mary Hart  
(800) 555-0000

### **Kohl's, Children's Hospital of Anywheretown announce new program**

#### *Kohl's grants \$50,000 for health and wellness of Anywheretown children*

**Anywheretown, Wis. (April 25, 2009)** - Kohl's Department Store, through the Kohl's Cares for Kids<sup>®</sup> program, has donated \$50,000 to Children's Hospital of Anywheretown. The donations were collected from Kohl's stores located in the Anywheretown area. Kohl's has gifted approximately \$950,000 to Children's Hospital of Anywheretown since 2001.

"Kohl's has been a great supporter of children's hospitals and children's health across the country. We are very fortunate to have such a great partner here in Brown Country," said John Smith, Children's Hospital of Anywheretown administrator. "Along with the donations which allow us to continue injury prevention programs, Kohl's associates volunteer on a regular basis to make many of our community outreach events a success."

This year's grant will support an online podcasting and radio program and the Kohl's Tour for Kids Safety. The Kohl's Tour for Kids Safety radio campaign will offer parents and families in a five-county region the latest pediatric health, safety and prevention information from the pediatric experts at Children's Hospital of Anywheretown. To complement the radio campaign, the hospital will create a Kohl's Tour for Kids Safety Podcast Series and web page.

Future topics for the series and radio segments include: car seat safety, burn prevention, motor vehicle injury prevention and safety, wellness and exercise, obesity, asthma, ATV safety, importance of wearing helmets, sports safety, and child-specific health care facilities. These segments will give the expert staff at children's hospital a chance to interface with communities, in addition to expanding Children's Hospital of Anywheretown's community outreach efforts to the Anywheretown area.

Kohl's commitment to Children's Hospital of Anywheretown is made possible through the Kohl's Cares for Kids program, which raises funds for children's health and educational opportunities through the sale of \$5 books and plush toys. Net profits from the sales go to support children's health and educational opportunities in the communities Kohl's serves. Other components of Kohl's Cares for Kids include Kohl's A-Team associate volunteer program; the Kohl's Kids Who Care<sup>®</sup> Scholarship Program, recognizing stand-out kids for volunteer efforts in their communities; and fundraising gift cards for local schools and nonprofit organizations.



### **Children's Hospital of Anywheretown**

Children's Hospital of Anywheretown, founded in 1894, is recognized as one of the leading pediatric health care centers in the United States. It is named by U.S. News & World Report as one of America's Best Children's Hospitals. The hospital has been designated a Magnet hospital by the American Nurses Credentialing Center, a national honor that recognizes nursing excellence. Because more children and families count on Children's Hospital each year, the hospital will open a 12-story, 425,000-square-foot expansion in spring 2009. Children's Hospital is the flagship member of Children's Hospital and Health System. The health system is able to fulfill its mission thanks in part to philanthropic gifts and support from members of the community.

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Attn: Assignment Desk/Photo Editors  
PHOTO/FEATURE OPPORTUNITY

**MEDIA ALERT**

**HEADLINE**

*Subhead [Include Kohl's Donation Amount]*

**WHAT:** [EVENT DESCRIPTION and KOHL'S/HOSPITAL PARTNERSHIP DESCRIPTION]

**WHO:** The gift supports [HOSPITAL INITIATIVE] which [INFORMATION EXPLAINING WHAT THE MONEY SUPPORTS]. In the past [NUMBER] years, Kohl's has donated more than \$[DOLLAR AMOUNT] to [HOSPITAL] through Kohl's Cares for Kids.

**WHEN:** [EVENT DATE AND TIME]

**WHERE:** [LOCATION, ADDRESS]

**VISUALS:**

- [LOCAL DIGNITARIES]
- [KIDS ACTIVITIES]
- [COMMUNITY VOLUNTEERS]
- Kohl's associates presenting an oversized \$[DOLLAR AMOUNT] check to hospital executives

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**CONTACTS:** [HOSPITAL CONTACT NAME]  
[HOSPITAL NAME]  
[PHONE NUMBER]

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Attn: Assignment Desk/Photo Editors  
PHOTO/FEATURE OPPORTUNITY

Insert Hospital Logo Here

## EXAMPLE

### Kohl's Department Stores to donate more than \$80,000 to Children's Hospital of Anywheretown for Immunization Education Program *Check presentation to be held prior to Kick for Life*

- WHAT:** Kohl's will be presenting Children's Hospital of Anywheretown a check for \$82,000 prior to the 4<sup>th</sup> Annual Kick for Life karate program.
- WHO:** The Kick for Life karate program helps educate parents on the importance of immunizations. In the past three years, Kohl's has donated more than \$180,000 to Children's Hospital of Anywheretown through the Kohl's Cares for Kids program.
- WHEN:** 10 a.m.
- WHERE:** Burt Flickinger Center @ Erie Community College Downtown Campus  
21 Oak St.  
Anywheretown, USA 14203
- VISUALS:**
- Local celebrities
  - 5,000 boards being broken karate style
  - Kohl's associates presenting an oversized \$82,000 check to hospital executives

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- CONTACTS:** Mary Hart  
Children's Hospital of Anywheretown  
(800) 555-0000

###

Insert Hospital Logo Here

Kohl's Cares For Kids®  
HOSPITAL PARTNER DONATION ANNOUNCEMENT  
FACT SHEET

- Kohl's is known for supporting the communities it serves through Kohl's Cares for Kids, a program focused on improving children's health and education.
- Through 2008, Kohl's Cares for Kids® has turned \$5 books and plush toys into more than \$126 million for children's health and education initiatives nationwide.
- Kohl's Cares for Kids supports nearly 160 children's hospitals nationwide.
- Since [DATE], Kohl's has donated [AMOUNT OF DOLLARS] toward [HOSPITAL NAME AND INITIATIVE].
- This year, Kohl's Cares for Kids will donate [AMOUNT OF DOLLARS] towards [HOSPITAL PROGRAM].
- Kohl's operates 1,022 stores in 49 states – each of our locations participates in the Kohl's Cares for Kids program.
- Throughout the year, Kohl's sells special Kohl's Cares for Kids merchandise for \$5 with 100 percent of the net profits benefiting youth-serving programs and organizations. Product sold in [MARKET] directly benefits [HOSPITAL].
- New Kohl's Cares for Kids merchandise is introduced four times annually. The current program is [e.g. DR. SEUSS].
- In addition to hospital partnerships, Kohl's supports the following community initiatives:
  - Through Kohl's A-Team program, associates volunteer for local youth-serving nonprofit organizations. In return, Kohl's provides grants to the organizations that associates support. In 2008, A-Teams donated approximately 217,000 hours and their efforts resulted in more than \$5.6 million in grants to nonprofits.
  - Since 2001, Kohl's has given more than \$1.8 million in scholarships and prizes to recognize and reward youth volunteers since 2001 through the Kohl's Kids Who Care® Scholarship Program.
  - Fundraising gift cards are available to schools and nonprofit youth organizations with up to five percent of the total card purchase price going back to those organizations. In 2008, Kohl's contributed more than \$3.4 million to these youth organizations through gift card sales.
- Kohl's is proud to support such important initiatives and play an active role in communities nationwide.