



Kohl's Cares for Kids® Hospital Key Messages Holiday 2009 Program

*Note: The Hospital Release template and Hospital Key Messages are provided to assist hospital partners in their own PR efforts related to the KCK program.

- Kohl's is a family-focused, value oriented specialty department store that is committed to the communities it serves. Kohl's Cares for Kids® is the company's philanthropic program dedicated to children's health and education initiatives nationwide.
- In 2000, Kohl's introduced Kohl's Cares for Kids® to support, children's health and education initiatives in the communities we serve. Since that time, Kohl's Cares for Kids® has raised \$126 million for children nationwide.
- Kohl's sells special Kohl's Cares for Kids® merchandise like books and plush toys, throughout the year, with 100 percent of the net profits benefiting health and educational opportunities for children nationwide. Each Kohl's Cares for Kids® purchase helps Kohl's support nearly 160 hospital partners nationwide.
- Now through the end of December, Kohl's is offering Laura Numeroff's "If You Give a Cat a Cupcake," "If You Give a Moose a Muffin," "If You Give a Pig a Party" and "If You Take a Mouse to the Movies." Each book is just \$5 each. Exclusive coordinating plush toys are also available for \$5 each.
- *If You Give a Mouse a Cookie* was the book that launched Numeroff's hit "If You Give A..." series. This mouse is featured in the "If Your Take a Mouse to the Movies" book, now at Kohl's.
- In addition, Kohl's is also offering customers the "Christmas in the Country CD featuring country artists singing traditional holiday favorites. These books, plush toys and CD are great gifts for any age and are an incredible value at only \$5 each.
- At just \$5 each, these books and plush toys will help you stretch your holiday budget an it's a gift that gives back as 100 percent of the net proceeds benefit children's initiatives. You can find out more about this program at kohls.com.
- Kohl's Cares for Kids® books, plush and CDs are available in all Kohl's stores nationwide and at www.kohls.com.
- In addition to the hospital partnerships, the Kohl's Cares for Kids® program is comprised of the following:
 - **Kohl's Kids Who Care® Scholarship Program**, which recognized more than 2,000 young volunteers with more then \$350,000 planned in scholarships and prizes in 2009. For more information visit, www.kohlskids.com
 - **Kohl's A-Team**, a volunteerism program that matches teams of Kohl's associates (A-Teams) with volunteer opportunities at various nonprofit charitable organizations that serve children and also provides corporate grants to the organizations being helped. In 2008, Kohl's A-Teams donated 217 thousand hours equally \$5.6 million in corporate grants.
 - **Fundraising Cards**, which are sold through schools and nonprofit youth organizations with up to five percent of the total card purchase price going back to those youth organizations.