



FOR IMMEDIATE RELEASE

Contact: Name, Hospital, Phone number

Kohl's Department Stores Offers \$5 Books from Best-Selling "If You Give..." Series to Benefit [HOSPITAL NAME]

Kohl's makes reading affordable and entertaining now through the holiday season

[CITY, STATE] [DATE] – [Kohl's Department Stores](#) (NYSE: KSS) reminds shoppers that "if you give" a great gift, it can be affordable! Now through the end of December, Kohl's is offering the best-selling "If You Give..." series by Laura Numeroff and illustrated by Felicia Bond including "If You Take A Mouse To The Movies," "If You Give A Pig A Party," "If You Give A Cat A Cupcake," and "If You Give A Moose A Muffin." The books and exclusive plush toys are available for just \$5 each at more than 1,000 Kohl's stores nationwide and online at Kohls.com. Kohl's will donate 100 percent of the net profits to children's health and educational opportunities including [INSERT PROGRAM OR INITIATIVE] at [HOSPITAL].

The "If You Give..." books and the plush toys are the newest offering from the Kohl's Cares for Kids® program. Through the Kohl's Cares for Kids® program, Kohl's gives 100 percent of the net profit from the sale of the books and plush toys to benefit children's health and education initiatives nationwide. Since the program's inception in 2000, Kohl's has turned \$5 merchandise into more than \$126 million to help make a positive difference in the lives of children.

Over the past [NUMBER] years, Kohl's Cares for Kids® has given more than [DOLLAR AMOUNT] to support [INSERT PROGRAM OR INITIATIVE]. [INSERT DETAILS ABOUT PROGRAM AND WHAT IT DOES LOCALLY].

[QUOTE FROM HOSPITAL REPRESENTATIVE]

"If You Give a Mouse a Cookie," was published in 1985 and launched the "If You Give..." series, which have become children's favorites. The stories feature a comedic chain of events and use playful language along with engaging illustrations that make them an enjoyable read for both children and adults.

For music lovers, this season's Kohl's Cares for Kids program also features an exclusive "Christmas in the Country" CD for just \$5 featuring 12 favorite country artists including Carrie Underwood, Kenny Chesney, Alan Jackson, Brad Paisley, Brooks & Dunn, Martina McBride, Kellie Pickler, Sara Evans, Keith Anderson, Patty Loveless, Lonestar and Johnny Cash.

In addition to the merchandise program, Kohl's Cares for Kids® features the [Kohl's Kids Who Care®](#) Scholarship Program, which recognized more than 2,000 young volunteers in 2009 with a total of \$350,000 in scholarships and prizes; the A-Team Program, which encourages associate volunteerism and provided more than \$5.6 million in grants to youth-focused nonprofit organizations in 2008; and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.kohlscorporation.com.

The next Kohl's Cares for Kids program hits stores nationwide and Kohls.com at the end of December.

About Kohl's

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 1,059 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.

###