



Kohl's Cares® Hospital Partners Key Messages

2010 Hospital Partners Program

*Note: The Hospital Release template and Hospital Key Messages are provided to assist hospital partners in their own PR efforts related to the Kohl's Cares cause merchandise program.

- Kohl's is a family-focused, value oriented specialty department store that is committed to the communities it serves. Kohl's supports children's health, education and environmental initiatives in communities nationwide, making our communities happier, healthier, greener places to live and work.
- In 2000, Kohl's introduced Kohl's Cares® to support children's health and education initiatives in the communities we serve. Since that time, the Kohl's Cares® cause merchandise program has raised \$150 million for children nationwide.
- Kohl's sells special Kohl's Cares® merchandise including books and plush toys, throughout the year, with 100 percent of the net profit benefiting health and educational opportunities for children nationwide. Each Kohl's Cares® purchase helps Kohl's support nearly 160 hospital partners nationwide.
- Kohl's is offering [BOOKS/SERIES NAMES] by [AUTHOR]. Each book is just \$5 each. Exclusive coordinating plush toys are also available for \$5 each.
- At just \$5 each, Kohl's Cares® books are a great affordable way to easily add high-quality well-known favorites to a child's bookshelf, while supporting children's health and education initiatives nationwide.
- Kohl's Cares® books and plush toys are a great way to build a child's library and inspire a love of reading while staying within budget.
- Kohl's Cares® books and plush are available in all Kohl's stores nationwide and at www.kohls.com.
- In addition to the hospital partnerships, the Kohl's Cares® program is comprised of the following:
 - **Kohl's Cares® scholarship program**, which has recognized more than 11,000 kids and awarded more than \$2.2 million in scholarships and prizes to date, and is recognizing an additional 2,100 kids in 2010 with prizes ranging from \$50 Kohl's gift cards to a total of \$10,000 in scholarships.
 - **Kohl's Associates in Action program**, a volunteerism program that matches teams of Kohl's associates with volunteer opportunities at various nonprofit charitable organizations that serve children and also provides corporate grants to the organizations being helped. Since 2001, more than 248,000 Kohl's associates nationwide have participated in nearly 40,000 Associates in Action events, completing more than 828,000 volunteer hours resulting in the donation of more than \$21 million to local nonprofit organizations.
 - **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.