



## Kohl's Cares® Hospital Partnership Program Key Messages 2011 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 the Kohl's Cares® philanthropic program 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 more than \$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 more than 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](http://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 13,000 kids and awarded more than \$2.6 million in scholarships and prizes to date, and is recognizing an additional 2,100 kids in 2011 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 encourages associate volunteerism. More than 385,000 Associates have donated more than 1.2 million hours of their time since 2001 and Kohl's has donated more than \$35 million to nonprofits throughout the nation.
  - **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.