

**FOR IMMEDIATE RELEASE**

**Contact:**

Vicki Shamion, Kohl's, 262.703.1464 or [vicki.shamion@kohls.com](mailto:vicki.shamion@kohls.com)

Jen Johnson, Kohl's, 262.703.5241 or [jen.johnson@kohls.com](mailto:jen.johnson@kohls.com)

Laurie Pagel, American Cancer Society, 920-321-1367 or [laurie.pagel@cancer.org](mailto:laurie.pagel@cancer.org)

## **Kohl's Department Stores and American Cancer Society Team Up to Fight Breast Cancer in Wisconsin**

*Kohl's multi-million dollar support creates new programs to help women stay well and get well*

MENOMONEE FALLS, Wis., August 3, 2010 – As part of Kohl's Department Stores' (NYSE: KSS) commitment to fight breast cancer in Wisconsin with nearly \$5 million to the American Cancer Society, Kohl's and the American Cancer Society announce new programs and resources available for Wisconsin women to help in their fight against breast cancer. New resources provide services for women fighting breast cancer and for those looking to learn more about preventative breast health.

"We have recently expanded our community relations efforts to focus on women's causes as well and are pleased to announce our new programming with the American Cancer Society that provides new resources for Wisconsin women fighting breast cancer," said Julie Gardner, executive vice president and chief marketing officer of Kohl's Department Stores. "We are proud to develop programs that provide important resources, such as having reliable transportation to treatment appointments or learning more about how diet and exercise can help reduce the risk of breast cancer, as we partner with the American Cancer Society to help women get well and stay well."

Kohl's and American Cancer Society programming includes:

- **Breast Health Resources** – The American Cancer Society estimates that one in eight American women may develop invasive breast cancer at some time during their life. By adopting healthy habits, such as diet and exercise, women could reduce their risk factors. A new Breast Health Guidebook contains resources to promote wellness through nutrition, physical activity, stress management and screening. For breast cancer patients, Personal Health Manager kits are available to help manage cancer and treatment information. Kits are available at community organizations, cancer treatment centers and through the American Cancer Society.
- **Travel Assistance**– In an American Cancer Society study, patients and caregivers ranked transportation issues to and from medical facilities third among unmet needs\*. The Society and Kohl's are helping address this need with a new comprehensive travel assistance package for women traveling to and from major cancer centers for breast cancer treatment.
- **Increased Community Staffing** – With Kohl's support, the American Cancer Society has hired new professionals to serve as resources on breast health and breast cancer assistance for southeastern Wisconsin women. New Breast Cancer Community Health Workers are available in-person and via phone to provide information and education and to help women access screening with the most up-to-date scientific information. The new Transportation and Lodging Specialist is enhancing the transportation and lodging programs available through the Society and will help serve nearly 3,000 patients in the next three years. The new Patient Services Specialist serves as the primary point of contact for southeast Wisconsin patient requests for services. This professional works one-on-one with patients to provide information and help them navigate through available resources.
- **Research Grants** – An important part of fighting breast cancer is identifying and addressing barriers to breast cancer screening and early detection. Kohl's is committing \$600,000 over three years in Community Based Participatory Research (CBPR) grants to support local research around breast cancer disparities. The American Cancer Society is currently working with several community organizations and reviewing grant requests and will announce grant recipients this fall.

"In 2010, more than 4,000 Wisconsin women are expected to be diagnosed with breast cancer. We are honored to have Kohl's join the American Cancer Society to help women stay well and get well," said Jari Johnston-Allen, CEO, American Cancer Society, Midwest Division. "This partnership will help address some of the barriers that many women in Wisconsin face related to breast cancer education screening and treatment."

In addition to this new American Cancer Society programming, Kohl's is offering a series of specially-designed products to support the fight against breast cancer and 100 percent of the net profit of sales of this merchandise will support breast cancer causes. The merchandise will be available in select stores and on [www.kohls.com](http://www.kohls.com) in the fall.

The new programs build upon Kohl's long history of charitable involvement in the communities it serves. Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$28 million to support charitable initiatives in the metro-Milwaukee area. Also, over the past 10 years, the company's Kohl's Cares cause merchandise program, which sells plush toys and books, has raised more than \$150 million to benefit children's health and education initiatives nationwide.

In addition to the nearly \$5 million donation over three years to the American Cancer Society's Midwest division, the company has made the following recent contributions to the Milwaukee community:

- \$2 million donation over three years to the Southeast Wisconsin Affiliate of Susan G. Komen
- \$3 million donation over three years to Junior Achievement of Wisconsin
- \$1 million donation over three years to Penfield Children's Center
- \$225,000 to Hunger Task Force
- \$1 million donation to the Milwaukee Art Museum

For more information on these new American Cancer Society resources, visit [www.cancer.org](http://www.cancer.org) or call 1-800-227-2345. For more information on Kohl's philanthropic efforts, visit [www.kohls.com/cares](http://www.kohls.com/cares).

### **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. By the end of September, Kohl's will operate 1,089 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise 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).

### **About American Cancer Society**

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end cancer for good. As a global grassroots force of three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping you stay well by preventing cancer or detecting it early, helping you get well by being there for you during and after a diagnosis, by finding cures through groundbreaking discovery and fighting back through public policy. As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit [www.cancer.org](http://www.cancer.org).

\* *The Role of Community-based and Philanthropic Organizations in Meeting Cancer Patient and Caregiver Needs*, Journal: CA 2002