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## Kohl's Department Stores Launches Multimillion Dollar Initiative to Fight Breast Cancer

*Kohl's to donate \$7 million to American Cancer Society and the Milwaukee Affiliate of Susan G. Komen for the Cure® in Wisconsin*

MENOMONEE FALLS, Wis., Feb. 11, 2010 – Kohl's Department Stores (NYSE: KSS) announced today a new philanthropic initiative to fight breast cancer in the state of Wisconsin. Kohl's will donate more than \$7 million over the next three years to the American Cancer Society and the Milwaukee Affiliate of Susan G. Komen for the Cure. The donation, which will be used to support breast cancer research, education and patient-assistance programs, represents the largest corporate gift ever made to the Komen Milwaukee Affiliate – or any national Affiliate – of Susan G. Komen for the Cure®, as well as to the American Cancer Society's Midwest division, which includes Iowa, Minnesota, South Dakota and Wisconsin.

"At a time when many companies are cutting philanthropic giving, we are in a financial position that allows us to expand our community relations programs with a new focus on women's causes," said Kevin Mansell, Kohl's president, chief executive officer and chairman of the board. "Today we're proud to announce our commitment to support the Milwaukee Affiliate of Susan G. Komen for the Cure and the American Cancer Society in the fight against breast cancer. The incidence rate of invasive breast cancer in the state of Wisconsin is above the national average, and as a company, we are passionate about supporting this important cause and making a difference in the lives of women."

"We are honored to have Kohl's join the American Cancer Society to help create a world with less breast cancer," said Jari Johnston-Allen, CEO, American Cancer Society, Midwest Division. "Kohl's donation will make a significant difference in our ability to educate women regarding prevention and early detection, and provide needed assistance to breast cancer patients."

In 2009, almost 3,500 Wisconsin women were predicted to be diagnosed with breast cancer. Kohl's partnership with the American Cancer Society will focus on educating women about breast health care. Specifically, program elements include development and distribution of a breast health kit containing resources to reduce risk and manage treatment; funding of new health care positions and programs to educate and provide assistance throughout our communities; research funding; and event sponsorship.

"Kohl's recognized the need to do more, to reach more women, to save more lives," said Sally Sheperdson, Executive Director, Komen Milwaukee Affiliate. "This contribution will make a significant impact on the women of Southeast Wisconsin. Most women are putting off needed preventative breast cancer screenings due to economic hardships and changing health insurance plans. With support from Kohl's, Komen can expand its mission programs that provide breast health education, free mammograms and financial assistance. We are thankful and thrilled to call Kohl's our partner."

Education and awareness are key weapons in the fight against breast cancer and early detection. For example, approximately 50 percent of women in Milwaukee County are not getting their recommended annual screenings. The Kohl's partnership with the Komen Milwaukee Affiliate is aimed at increasing breast health screenings through a grassroots based education program; a marketing campaign designed to incite women to take action; financial assistance for those unable to pay for a mammogram and event sponsorship.

In addition to this contribution, Kohl's is considering offering a series of specially-designed products to support the fight against breast cancer. The merchandise is expected to be available in select stores and on [www.kohls.com](http://www.kohls.com) in the fall, and most importantly, 100 percent of net proceeds will support breast cancer causes.

This new philanthropic initiative builds upon Kohl's long history of charitable involvement in the communities it serves. Since 2000, Kohl's and the Kohl's Cares for Kids program have combined to give approximately \$20 million to support charitable initiatives in the metro-Milwaukee area. Also, over the past 10 years, the company's Kohl's Cares for Kids cause program, which sells plush toys and books, has raised more than \$126 million to benefit children's health and education initiatives nationwide.



The company has made the following recent contributions to the Milwaukee community:

- \$3 million donation over the next three years to Junior Achievement to create a new interactive learning facility, the Kohl's Education Center (announcement made January 2010).
- \$1 million donation to Penfield Children's Center to create a new program delivering specialized resources and services for children with developmental challenges (announcement made December 2009).
- \$225,000 donation to Hunger Task Force to create a supper meal program for students in Milwaukee. The one-year program will feed 2,775 students each day (announcement made September 2009).
- \$1 million donation to the Milwaukee Art Museum to fund the youth art education program, Kohl's Art Generation (announcement made March 2008).
- For the past ten years, the Kohl's Cares for Kids program has supported Children's Hospital of Wisconsin. In 2009, the hospital received \$725,000.

For more information on Kohl's philanthropic efforts, visit [www.kohlscorporation.com](http://www.kohlscorporation.com).

### **About Kohl's Department Stores**

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](http://www.kohls.com).

### **About Susan G. Komen for the Cure**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became *Susan G. Komen for the Cure*, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.3 billion invested to date. For more information about *Susan G. Komen for the Cure*, breast health or breast cancer, visit [www.komenmilwaukee.org](http://www.komenmilwaukee.org) or call 1-877 GO KOMEN.

### **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 [cancer.org](http://cancer.org).

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