



## FOR IMMEDIATE RELEASE

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## KOHL'S DEPARTMENT STORES SUPPORTS THE FIGHT AGAINST BREAST CANCER WITH NATIONAL RIBBON SCULPTURE AUCTION

*Seventeen artist-designed ribbon sculptures will be auctioned Sept. 24 to Oct. 4 to benefit the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure®*

MENOMONEE FALLS, Wis., Sept. 14, 2011 - [Kohl's Department Stores](http://www.Kohls.com) (NYSE:KSS) continues its support for the fight against breast cancer through an online auction of artist-designed ribbon sculptures, with proceeds benefitting the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure®. Through the "Every Ribbon Tells a Story" initiative, Kohl's commissioned artists to design 16 unique six-foot-tall ribbon sculptures, each depicting the artists' personal connections to breast cancer and acting as a symbol of hope and support for those affected by breast cancer. The ribbons will be available for auction at [www.KohlsCaresRibbons.com](http://www.KohlsCaresRibbons.com) beginning Saturday, September 24 through Tuesday, October 4.

"Kohl's is proud to support the fight against breast cancer and we're excited to help raise awareness for the cause with these inspirational art pieces. Ribbons are synonymous with the cause and each beautiful ribbon sculpture provides a unique perspective on the personal stories of how breast cancer has affected many of us, our mothers, our sisters and our friends," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "We believe the visual stories depicted by each artist will share hope, courage and inspiration. We encourage supporters to bid on these sculptures to honor a loved one, a coworker or a friend and to display them at a local hospital, school or workplace as a symbol of support for the cause."

The "Every Ribbon Tells a Story" initiative is part of Kohl's ongoing support in the fight against breast cancer. The 16 ribbon sculptures will be on display at Kohl's stores in the greater-Milwaukee area throughout the month of October, in recognition of National Breast Cancer Awareness Month. Those interested in learning more about the sculptures, artists and the auction are encouraged to visit [www.KohlsCaresRibbons.com](http://www.KohlsCaresRibbons.com) from September 24 through October 4.

Along with the ribbon sculptures and online auction, Kohl's Department Stores is the local presenting sponsor of the 13<sup>th</sup> annual Susan G. Komen Race for the Cure in Milwaukee on Sunday, September 25. To raise awareness for the cause prior to the race, 14 Kohl's stores throughout the greater-Milwaukee area will participate in a "Pink Out" where Kohl's associates will wear pink clothing the week leading up to the Susan G. Komen Race for the Cure. Kohl's corporate headquarters and Kohl's stores throughout the greater-Milwaukee area will also turn the Kohl's store signs pink throughout September and October.

These initiatives are the most recent examples of the company's commitment to the fight against breast cancer. In 2010, Kohl's announced a new philanthropic initiative supporting women's health with a commitment of \$7 million over three years to the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure and the American Cancer Society's Midwest Division to support breast cancer research, education and patient-assistance programs. Kohl's also has the Kohl's Cares® cause merchandise program, which sells exclusive merchandise in all 40 Wisconsin Kohl's stores and online at [Kohls.com](http://Kohls.com), with 100 percent of the net profit of these items donated to support the fight against breast cancer.

### 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. With a commitment to environmental leadership, Kohl's operates 1,097 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 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).