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## Kohl's Makes a BIG Back-to-School Impression with Clifford The Big Red Dog® Books and Exclusive Plush Toys for \$5 Each

*Kohl's Cares® cause merchandise supports children's health and education initiatives nationwide*

MENOMONEE FALLS, Wis., July 12, 2011 – [Kohl's Department Stores](#) (NYSE: KSS) announces the newest Kohl's Cares® cause merchandise program featuring Clifford The Big Red Dog® books and exclusive plush toys. In these stories, Clifford and his canine friends lend a helping hand – or paw – in their community and demonstrate the importance of citizenship and determination as they work through everyday challenges. Just like Clifford, Kohl's customers can help their own communities when they purchase Kohl's exclusive Clifford storybooks now through the end of September. Hardcover two-in-one editions of *Clifford The Big Red Dog*, *Clifford's First School Day*, *Clifford the Firehouse Dog*, and *Clifford's Birthday Party* by legendary author and illustrator Norman Bridwell, along with coordinating plush toys, are available for just \$5 each, with 100 percent of the net profit benefitting children's health and education initiatives nationwide. The books and coordinating plush toys are available at Kohl's 1,097 stores nationwide and online at [www.Kohls.com](http://www.Kohls.com).

"We are proud that, with the support of our customers, we have been able to give back more than \$180 million since the start of our Kohl's Cares program in 2000," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Kohl's is excited to offer Clifford The Big Red Dog books and plush toys just in time for kids to get ready for school. These books are great reads for children and a BIG value for parents at only \$5 each."

The two-in-one story books feature Clifford, T-Bone, Cleo and Mac as they work together to make the best of any situation. These stories provide young readers with important lessons as children head back to school – and are based on Clifford's Ten Big Ideas: *Share, Play Fair, Have Respect, Work Together, Be Responsible, Be A Good Friend, Help Others, Be Truthful, Be Kind* and *Believe In Yourself*.

Kohl's also has something to help parents get back into the school-night schedule by simplifying dinners with *Fast Weeknight Favorites* from Good Housekeeping for just \$5 through the Kohl's Cares® program. This cookbook provides parents with quick and delicious recipes that everyone will love while maximizing time during the busy school week.

In addition to the merchandise program, Kohl's Cares features the Kohl's Cares Scholarship Program, which this year will recognize nearly 2,200 young volunteers with nearly of \$420,000 in scholarships and prizes; the Associates in Action program, which encourages associate volunteerism and provided more than \$13.7 million in grants last year to youth-focused nonprofit organizations and fundraising gift cards for schools and youth-serving organizations. For more information, visit [www.Kohls.com/Cares](http://www.Kohls.com/Cares).

### **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).

**About Clifford The Big Red Dog®**

With more than 126 million books in print from Scholastic in 13 languages by beloved author Norman Bridwell, Clifford is a literary classic embraced by parents, teachers and kids. Now in its eleventh season on PBS KIDS, television has been sold to more than 67 countries worldwide. The property will celebrate its 50<sup>th</sup> anniversary in 2012 and a new live show, "A BIG Family Musical", debuts next year. For more information, visit [www.scholastic.com/cliffordbebig](http://www.scholastic.com/cliffordbebig) or [PBSKIDS.org/clifford](http://PBSKIDS.org/clifford).