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## To Celebrate the Spirit of Holiday Giving, Kohl's Department Stores Will Donate \$500,000 to Charity in the 'Love to Give, Happy to Save' Facebook Contest

Kohl's Facebook fans can win Kohl's gift cards and help to give back to Feeding America and Toys for Tots

MENOMONEE FALLS, Wis., November 1, 2011 – [Kohl's Department Stores](http://www.kohls.com) (NYSE: KSS) today announced the launch of the "Love to Give, Happy to Save" Facebook contest where customers can help decide how to allocate half a million dollars from Kohl's to Feeding America and Toys for Tots, as part of the company's "Love to Give, Happy to Save" holiday campaign. Kohl's wants to inspire individuals to embrace the holiday spirit and share their own stories of giving this season. During the contest, 600 participants will win Kohl's gift cards for themselves and will also be able to give \$500 from Kohl's to either Feeding America or Toys for Tots. Each winner receives the chance to win an additional \$2,500 Kohl's gift card and the opportunity to allocate a \$25,000 donation to either of the selected charities. Today through December 23, 2011, customers and fans can visit [www.facebook.com/kohls](http://www.facebook.com/kohls) to share their holiday giving stories, cast their votes for their favorite inspirational stories, get contest information and view the Official Rules.

"Because the holiday season brings out the spirit of giving in all of us, Kohl's wants to celebrate this generosity by rewarding our customers as well as supporting Toys for Tots and Feeding America," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Just as Kohl's wants to inspire our customers with great gifts at tremendous values this holiday season, we want our fans to share what inspires their greatest giving moments – from shoveling the driveway of a favorite neighbor to serving turkey dinners at local food banks. Kohl's is committed to giving back to the communities we serve and we want to celebrate the season by providing Kohl's gift cards to those with amazing giving stories and by having our customers join us as we donate to these wonderful organizations."

### "Love to Give, Happy to Save" Facebook Contest

Kohl's, a company committed to supporting the local communities it serves, chose two amazing organizations that help celebrate the true spirit of the season. Feeding America is dedicated to engaging the country in the fight to end hunger in America through a national network of food banks. The U.S. Marine Corps Reserve Toys for Tots Program collects new, unwrapped toys to distribute as Christmas gifts to children in need so they may experience the joy of the holiday season.

Throughout the "Love to Give, Happy to Save" contest, Kohl's Facebook fans will help determine how much of the half million dollars will go to Feeding America and Toys for Tots, with each charity receiving a minimum of \$75,000. Kohl's has a long history of giving and has raised more than \$180 million for children's initiatives since 2000. This contest is the latest illustration of Kohl's commitment to giving back.

### Share Your Story

During the "Love to Give, Happy to Save" contest, which runs from November 1 through December 23, 2011, Kohl's nearly six million Facebook fans can submit photos and personal stories that describe the positive things that inspire them to give during the holiday season. Participants will first upload a photo and submit a caption of up to 500-characters that shares a positive giving story. They then choose which charity, Feeding America or Toys for Tots, they want to support. In addition to submitting their own stories, fans can also vote once per day in support of their favorite photo and story from other participants.

### Weekly Winners

Now until December 12, 200 winners will be selected every two weeks, for a total of 600 winners, and each winner will receive a \$100 Kohl's gift card. Each winner will also allocate \$500 from Kohl's to either of the selected charities. Winners will be determined by a third party who will evaluate entries based on originality, creativity and fan voting.



## Finalists

From the 600 winning fans, 15 finalists will be selected and posted to Kohl's Facebook page on December 16. Kohl's Facebook fans will vote for their favorite finalists from December 16 through December 23 and the top three finalists will receive;

- **Grand Prize** – \$2,500 Kohl's gift card and \$25,000 to award to Feeding America or Toys for Tots;
- **First Place** - \$1,500 Kohl's gift card and \$15,000 for either of the selected charities; and
- **Second Place** - \$1,000 Kohl's gift card and \$10,000 for either of the selected charities.

Kohl's is committed to giving back to the communities it serves. In addition to the Kohl's Cares cause merchandise program, which sells special merchandise and provides 100 percent of the proceeds to children's health and education initiatives, Kohl's philanthropic programs include a scholarship program that has awarded more than \$2.6 million in scholarships and prizes including \$420,000 to kids this year, Kohl's associate volunteer program that donated more than \$13.7 million to nonprofits nationwide last year alone, and a fundraising gift card program.

See Official Rules at [www.facebook.com/kohls](http://www.facebook.com/kohls) for all contest and prizing details. For more information on Kohl's philanthropic efforts, visit [Kohls.com/Cares](http://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 1,127 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).

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