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## Kohl's Invites Fans to Vote for Final Winners in 'Love to Give, Happy to Save' Facebook Contest

Kohl's will donate \$500,000 total to Feeding America and Toys for Tots

MENOMONEE FALLS, Wis., December 16, 2011 – [Kohl's Department Stores](#) (NYSE: KSS) today announced the 15 finalists in the "Love to Give, Happy to Save" holiday Facebook contest. More than 13,000 Kohl's Facebook fans submitted photos and personal stories that describe the positive things that inspire them to give during the holiday season. The top 15 submissions are now posted on Facebook and can be viewed and voted on through 11:59 a.m. (CT) December 23, 2011. Winners in the "Love to Give, Happy to Save" contest help Kohl's decide how to allocate half a million dollars from Kohl's to Feeding America and Toys for Tots. To date, Toys for Tots has received \$234,500 and Feeding America has received \$215,500 – with \$50,000 more to be allocated by the top three contest winners. Customers and fans can visit [www.facebook.com/kohls](http://www.facebook.com/kohls) to cast their votes for their favorite inspirational stories, get contest information and view the Official Rules.

The top three winners will receive the following:

- **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;
- **Second Place** – \$1,000 Kohl's gift card and \$10,000 for either of the selected charities.

"Because the holiday season brings out the spirit of giving in all of us, the Kohl's 'Love to Give, Happy to Save' contest was designed to celebrate this generosity by rewarding our customers and supporting Toys for Tots and Feeding America," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Year-round, Kohl's is committed to giving back to the communities we serve and, this holiday season, we have been inspired by our customers' stories of giving back to their communities, families and friends. We have recognized 600 heartwarming stories, and we're asking our customers to help us choose their favorite finalists and join us as we increase our donation to these wonderful organizations."

From over 13,000 submissions, 600 winners were awarded with a \$100 Kohl's gift card and were able to give \$500 each from Kohl's to either Feeding America or Toys for Tots. From those 600 winners, the top 15 submissions have been selected to move on to the final round of the contest. Kohl's invites customers and Facebook fans to visit [www.facebook.com/kohls](http://www.facebook.com/kohls) to cast their votes for their favorite inspirational story from these 15 finalists now through December 23, 2011. Contest winners have helped determine how much of a half million dollars will go to Feeding America and Toys for Tots, with each charity starting with \$75,000. To date, Toys for Tots has received \$234,500 and Feeding America has received \$215,500. The charities of choice of the top three winners after the finalist voting period will receive the final \$50,000.

Kohl's is committed to giving back to the communities it serves and has raised more than \$180 million for children's initiatives since 2000. 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).