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Junior Achievement of Wisconsin and Kohl's Department Stores Announce Opening of New Junior Achievement Kohl's Education Center

MENOMONEE FALLS, Wis., May 25, 2011 – [Junior Achievement of Wisconsin, Inc.](http://www.jawis.org) (JA) and [Kohl's Department Stores](http://www.kohls.com) (NYSE: KSS) announce the grand opening of the JA Kohl's Education Center, located at 11111 W. Liberty Drive in Milwaukee. This one-of-a-kind facility will provide a hands-on opportunity for Milwaukee area students to run the economy of a small city and live out their financial futures as they learn key work readiness and financial literacy skills. The new facility will serve 3,000 students from fourth through tenth grade during the launch period this year and up to 20,000 students annually.

The new facility was created by many local supporters. Kohl's made the largest donation of \$3 million over three years through the Kohl's Cares® cause merchandise program, which sells special merchandise, including plush toys and books, and donates 100 percent of the net profit to children's health and education initiatives nationwide.

"We are thrilled to open our doors on this beautiful new facility and are excited that students now have the opportunity to experience JA BizTown and JA Finance Park at the JA Kohl's Education Center," said Tim Greinert, President of Junior Achievement of Wisconsin. "Financial literacy and work readiness are crucial life skills and, through this best-in-class programming, we're able to engage students early on in meaningful and memorable ways to arm them with the skills they need as adults. We are thankful for our generous partners like Kohl's, who share our commitment to providing excellent educational opportunities that will make a positive impact on Milwaukee-area students."

"Kohl's has long been committed to supporting children's educational initiatives in communities nationwide. Here in our hometown of Milwaukee, we are proud to support Junior Achievement and their goal of providing financial educational opportunities to young people who will be our community's workforce, consumers and leaders tomorrow," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Through the JA programs, kids can enjoy participating in the fun, interactive environment at the JA Kohl's Education Center while learning real-world financial skills they need to succeed."

The JA Kohl's Education Center houses two age-specific learning labs:

- **JA BizTown™:** Created for fourth through sixth grade students, *JA BizTown* connects education to the workforce when students run a "real" city economy as workers, consumers, and government officials. Students start with classroom lessons and then spend a full day at *JA BizTown* putting their learning into action with a fully-interactive simulated town. Students have jobs, earn paychecks, manage a variety of "real" businesses including restaurants and stores, operate the town bank and vote for the *JA BizTown* mayor. They also shop at retail stores, including a Kohl's branded store, and act as store associates and/or customers as part of their hands-on learning experience.
- **JA Finance Park™:** Created for seventh through tenth grade student, *JA Finance Park* is a rigorous, hands-on financial literacy program where students complete personal financial transactions and create long term financial plans. Upon arrival at the JA Finance Park, students are assigned an age, occupation, income and family scenario. They then must navigate through the park and its storefronts managing their finances and constructing a workable household budget. Students engage in a month-long classroom program addressing personal finance and career exploration prior to their visit to JA Finance Park.

Similar JA programs are in 31 cities in the U.S. and the JA Kohl's Education Center brings this proven-program to the Milwaukee-area. The programs will primarily serve students in the seven county Southeast Wisconsin regions.



Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$38 million to support charitable initiatives in the metro-Milwaukee area. For more information on Kohl's philanthropic efforts or to purchase Kohl's Cares cause merchandise, visit www.Kohls.com/Cares. To find out more about the JA Kohl's Education Center and JA programs, visit <http://milwaukee.ja.org/>.

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.

About Junior Achievement

Junior Achievement of Wisconsin (JA) is the states largest organization dedicated to providing primary and secondary level students with economic education programs. Since 1941 JA has been helping Wisconsin kids develop the ability to chase their own dreams and shape their own futures. JA helps prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities. JA's unique approach allows volunteers from the community to deliver our curriculum while sharing their experiences with students. Junior Achievement is a not-for-profit organization lead by a volunteer Board of Directors and is privately funded with gifts from individuals, corporations and foundations.

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