



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:
Patrice Harris, Communications Manager
414.750.1415 / Patrice.Harris@wisconsin.gov
Sydney Hofer, Kohl's Department Stores
262.703.2242 / Sydney.Hofer@Kohls.com

KOHL'S DEPARTMENT STORES AND WISCONSIN STATE FAIR ANNOUNCE PARTNERSHIP

Kohl's Family Value Day Presented by Kohl's Cares to Provide Discounted Fair Admission on August 9 and a Fair Experience at Children's Hospital of Wisconsin

West Allis, Wis. – June 14, 2011 – Officials at Wisconsin State Fair are proud to announce that Wisconsin State Fair and the Wisconsin State Fair Park Foundation have entered into a partnership with [Kohl's Department Stores](#) (NYSE: KSS) through its Kohl's Cares program to present **Kohl's Family Value Day** on Tuesday, August 9 to Fairgoers during the 2011 Wisconsin State Fair. ALL Fairgoers will be eligible for discounted Fair admission on **Tuesday, August 9 from 8am until 6pm**. Adults will receive admission for \$5 (the standard youth price and a \$4 savings on a standard adult ticket), and youth 11 and under will receive FREE admission.

"We are proud to partner with the Wisconsin State Fair to bring the best value and deepest discount on fair admission to every fairgoer on Kohl's Family Value Day," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The Wisconsin State Fair is a wonderful opportunity for families to learn about Wisconsin in a fun, family-focused environment and Kohl's is happy to make the Fair even more accessible to all local families to come and enjoy this year."

In addition, as part of **Kohl's Family Value Day**, for every youth admitted FREE, Kohl's Cares and the Wisconsin State Fair will donate \$1 (up to \$15,000) to Children's Hospital of Wisconsin for a re-creation of a "Fair Day" at the hospital for children who are patients and their families to enjoy.

The mission of the Wisconsin State Fair encompasses providing an affordable, educational and entertaining event for the community and the WSFP Foundation strives to provide Wisconsin youth with positive and enriching experiences and to support the endeavors of Wisconsin State Fair Park. This mission aligns with those of Kohl's Department Stores and the Kohl's Cares program, which supports children's health and educational initiatives in the communities nationwide.

"The Wisconsin State Fair has a long tradition of providing value and affordability to our Fairgoers," stated Wisconsin State Fair Park Chief Executive Officer Rick Frenette. "Our partnership with Kohl's makes it possible for us to extend an unprecedented value opportunity

to our guests for this year's Fair. With the economic challenges that continue to face our community, Kohl's Family Value Day will allow those who may not have been able to attend the Fair to do so this summer."

Kohl's has a long history of charitable involvement in the communities it serves. 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. Through the Kohl's Cares program, special merchandise is sold throughout the year with 100 percent of the net profit benefitting children's health and education programs nationwide. For more information on Kohl's community giving, visit www.Kohls.com/Cares.

About Wisconsin State Fair

The 160th Wisconsin State Fair, presented by U.S. Cellular, will take place **Thursday, August 4 through Sunday, August 14, 2011**. The Wisconsin State Fair offers an original experience to all that attend and is a phenomenal value with 30 FREE entertainment stages, thousands of animals, endless family activities, events, contests, vendors and culinary delights. For the most up-to-date information, please visit WiStateFair.com or join the conversation on Facebook at facebook.com/wistatefair and Twitter at twitter.com/wistatefair.

About Wisconsin State Fair Park Foundation

The Wisconsin State Fair Park Foundation is a 501(c)(3), not-for-profit organization dedicated to supporting Wisconsin State Fair Park youth programming, the Tommy G. Thompson Youth Center, and future facility planning and development at Wisconsin State Fair Park. The Wisconsin State Fair Park Foundation is dedicated to the belief that providing youth with positive experiences will assist them to make correct choices ensuring the development of responsible citizens and future leaders. The Foundation currently supports Wisconsin Livestock Breeders Master Stockman Scholarships, Wisconsin State Fair Youth Day Camp,, and improvements at the Tommy G. Thompson Youth Center. For information on all of the Foundation's programs, visit www.wsfoundation.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.

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