



FOR IMMEDIATE RELEASE

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## KOHL'S CAPTIVATION STATION AT SUMMERFEST IS FUN AND EDUCATIONAL FOR CHILDREN AND FAMILIES

*Kohl's Also Sponsoring Kohl's Family Day on Sunday, July 3 to Benefit Hunger Task Force*

MILWAUKEE - June 21, 2011 -Summerfest officials are excited to announce details of their partnership with [Kohl's Department Stores](#) (NYSE: KSS) through its Kohl's Cares® program to present the **Kohl's Captivation Station**, a new area that will feature kid-friendly performances and educational experiences during Summerfest. Sponsored by Kohl's Cares, Kohl's philanthropic program that sells special merchandise and donates 100 percent of the net profits to children's health and education initiatives nationwide, the Kohl's Captivation Station is located on the south end of Henry Maier Festival Park and will be open from Noon - 8:00 pm, every day of Summerfest.

Children will be able to participate in hands-on musical experiences, mini-clinics, art projects and educational demonstrations each day. They'll get to explore the different sounds of drums and guitars while learning tips from instructors during free clinics presented by Cascio Interstate Music, after which they can be a rock star for the day and show what they've learned. The Kohl's Captivation Station is targeted for kids 12 and older but also offers programs for the whole family including the Kohl's Color Wheels mobile unit, an art experience in partnership with the Milwaukee Art Museum and the Kohl's Design It! Mobile Lab, an interactive experience with Discovery World where kids can learn more about design. New interactive games, art projects and activities are offered each day.

Throughout the festival, the Kohl's Captivation Station will showcase entertaining performances from magicians, comic jugglers and bands including Radio Disney Beach Party, Marcus Monroe, Tony's Creepy Crawly Zoo, Sir Pinkerton and the Magnificents, Comedysportz and more!

*"As a family-focused retailer, Kohl's is committed to kids health and education initiatives in the communities we serve," said Julie Gardner, Kohl's Executive Vice President and Chief Marketing Officer. "We are pleased to bring this new program to Summerfest as an exciting opportunity for families to learn while having fun at one of Milwaukee's premier summer events."*

In addition to the Kohl's Captivation Station, Summerfest and Kohl's are proud to announce that Sunday, July 3 is Kohl's Family Day, where from Noon - 3:00 pm, the first 1,500 patrons who donate three (3) non-perishable food items for kids will receive one (1) FREE Summerfest admission ticket. All food items benefit Hunger Task Force.

Schedules for the Kohl's Captivation Station and information about Kohl's Family Day can be found at Henry Maier Festival Park during Summerfest and online at [Summerfest.com](http://Summerfest.com). 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](http://www.Kohls.com/Cares).

#### **About Summerfest**

Summerfest 2011 will take place **June 29 - July 3 and July 5 - 10**, from Noon until Midnight daily. **Summerfest will be closed Monday.** The World's Largest Music Festival and Milwaukee's cornerstone summer celebration attracts the music industry's hottest stars, emerging talent and local favorites. The Marcus Amphitheater and 10 additional stages, along with a diverse selection of food and beverage vendors, marketplaces and interactive exhibits, are set against the Lake Michigan and downtown backdrops, creating a festival experience like no other. Patrons can also enjoy Miller Lite, the Official Beer of Summerfest. For more details visit [Summerfest.com](http://Summerfest.com).

#### **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).

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