



FOR IMMEDIATE RELEASE

Contact:

Robin Higgins, Zoological Society of Milwaukee, 414.258.2333 or robinh@zoosociety.org

Vicki Shamion, Kohl's, 262.703.1464 or vicki.shamion@Kohls.com

Sydney Hofer, Kohl's, 262.703.2242 or sydney.hofer@Kohls.com

New Kohl's Wild Theater at the Milwaukee County Zoo Premiers May 28

Free theater performances throughout the summer promote conservation

Milwaukee, May 26, 2011 – [Kohl's Department Stores](#) is partnering with the [Zoological Society of Milwaukee](#) and the Milwaukee County Zoo to debut Kohl's Wild Theater on Memorial Day weekend. Bees, butterflies, polar bears and orangutans will talk and sing through the magic of theater during three original, professionally staged plays at the new Kohl's Wild Theater premiering on Saturday, May 28, at the Milwaukee County Zoo. As a live, interactive, family-friendly theater, Kohl's Wild Theater promotes conservation through drama, puppetry, games and songs. The theater is made possible by a \$1 million donation from Kohl's 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 benefit children's health and education initiatives nationwide.

"We are thrilled to partner with the Zoological Society of Milwaukee to bring this exciting new educational programming to the Milwaukee County Zoo," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Kohl's is committed to children's education and to being an environmentally responsible retailer, and we are proud to support this family theater experience as a fun way to teach kids important lessons about conservation and wildlife."

This summer at the Zoo, on the Kohl's Wild Theater stage, 15-minute plays will rotate five shows a day, seven days a week. The performances feature different conservation messages and are free to zoogoers when they pay regular Zoo admission. Professional playwrights, actors, set and costume designers, musicians, and a puppet maker have created these theatrical performances. Audience members will share in the fun and become part of the action by singing songs and helping the onstage characters.

The Kohl's Wild Theater performances run Saturday, May 28, through Monday, Sept. 5. In addition to the plays on stage, zoogoers will find impromptu skits at some animal exhibits and short performances on Zoo pathways.

“Theater can have such a powerful impact on people,” says Dave McLellan, theater coordinator for the Zoological Society. “The Kohl’s Wild Theater program is a fun and entertaining way to reach out to the community and show people easy ways they can contribute to our mission of conservation. We are thankful to partner with Kohl’s to bring a best-in-class program to zoogoers in Milwaukee.”

In addition to the theater performances and impromptu pathway plays at the Zoo, starting in October, the Kohl’s Wild Theater program also includes performances out in the community. The year-round community outreach program brings Kohl’s Wild Theater performers into the community to present 40- to 45-minute performances at various venues such as schools, libraries, community centers and major special events.

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 the Kohl’s Wild Theater program, visit www.wildtheater.org this spring. To purchase Kohl’s Cares® cause merchandise, visit any Kohl’s store or shop online at www.kohls.com.

###

About Zoological Society of Milwaukee

Established in 1910, the Zoological Society of Milwaukee (ZSM) is a private non-profit organization whose mission is to conserve wildlife and endangered species, educate people about the importance of wildlife and the environment, and support the Milwaukee County Zoo. The ZSM has 53,500 member households and gave more than \$7.3 million in support to the Zoo in 2008-‘09. For information, visit www.zoosociety.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.

###