



KOHL'S®

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Kohl's and Wisconsin State Fair Announce Return of Kohl's Family Value Day

Kohl's Family Value Day Offers FREE Fair Admission to Kids, Discounted Fair Admission for Adults

WEST ALLIS, Wis., May 19, 2015 – The Wisconsin State Fair, the Wisconsin State Fair Park Foundation and [Kohl's Department Stores](#) (NYSE: KSS) today announced they will celebrate the fifth year of their partnership, offering local families access to the Fair at a fantastic value. The renewed partnership includes the annual **Kohl's Family Value Day** on Monday, August 10 from 8 a.m. until 6 p.m., where youth 11 and under will receive FREE admission (a \$6 savings from the ticket price) and adults will receive admission for only \$5 (a \$7 savings from the ticket price). In addition, the partnership includes the return of the popular Kohl's Activity Zone and "Fair Day" at Children's Hospital of Wisconsin.

"Kohl's knows Wisconsin families look forward to attending the Fair on Kohl's Family Value Day, and we are proud to provide fairgoers the opportunity to attend the Fair at a value they can feel good about," said Bevin Bailis, Kohl's senior vice president of communications and public relations. "We are also excited to again offer the Kohl's Activity Zone, an area focused on inspiring young imaginations through educational and hands-on programs from some of the most premier organizations in Milwaukee."

After a successful launch in 2014, the **Kohl's Activity Zone** returns this year, and will include even more fun and interactive activities for the entire family. Open daily from 10 a.m. to 6 p.m., the Kohl's Activity Zone will be located on South Grandstand Avenue and include the following attractions:

- **Kohl's Color Wheels**, an art-making experience presented by the Milwaukee Art Museum;
- **Kohl's Design It! Mobile Lab**, a joint venture with Discovery World to help children create unique, hands-on projects;
- **Kohl's Wild Theater**, provides conservation-based theatrical performances in collaboration with the Milwaukee County Zoo and Zoological Society of Milwaukee;
- **Kohl's Cares Grow Safe & Healthy Program**, an educational display teaching children and families how to keep safe and healthy with help from Children's Hospital of Wisconsin;
- **Kohl's Building Blocks Program**, a partnership with Penfield Children's Center to provide developmental services and equipment for children of all abilities.

Additionally, through a generous donation from Kohl's, Children's Hospital of Wisconsin patients and their families will be invited to enjoy a special re-creation of the Fair during "Fair Day" at the hospital. This fun-filled event will include several beloved Fair staples, such as entertainers, jugglers, magicians, a visit from the 2015 Fairest of the Fairs, Deanna Schlies, and traditional Fair food, including the delicious Cream Puff.

Since 2000, Kohl's and the Kohl's Cares program have combined to give more than \$79 million to support charitable initiatives in the metro-Milwaukee area. Through the Kohl's Cares program, children's books and plush toys are sold throughout the year and 100 percent of the net profit benefits children's health and education programs nationwide. For more information on Kohl's philanthropic efforts, visit www.kohlscorporation.com.

About Wisconsin State Fair

The 2015 Wisconsin State Fair, presented by U.S. Cellular, will take place **Thursday, Aug. 6 – 16**. The State Fair offers a unique experience to all who attend and is an exceptional value with 30 FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, vendors and culinary delights. For the most up-to-date information, "stick with us" at WiStateFair.com or */WiStateFair* on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#) and */theWIFair* on [YouTube](#).

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 as well as future facility planning and development at Wisconsin State Fair Park. The Foundation is dedicated to the belief that providing youth with positive experiences will ensure the development of responsible citizens and future leaders. It currently supports the Wisconsin State Fair Youth Day Camp, the Dairyland Celebration, and the "Fairtastic" Poster Competition. For more information on the Wisconsin State Fair Park Foundation, visit www.wsfoundation.org.

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with 1,164 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at Kohls.com and via mobile devices. Committed to its communities, Kohl's has raised more than \$274 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 additional information about Kohl's philanthropic and environmental initiatives, visit www.Kohls.com/Cares. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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