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Contacts:

Sarah Schmidt, Cramer-Krasselt Public Relations 414-227-1535 or sschmidt@c-k.com

Vicki Shamion, Kohl's 262-703-1464 or vicki.shamion@Kohls.com

Jen Johnson, Kohl's 262-703-5241 or jen.johnson@Kohls.com

**KOHL'S TO CELEBRATE \$725,000 DONATION TO CHILDREN'S HOSPITAL OF WISCONSIN
WITH HELP OF GREEN BAY PACKERS WIDE RECEIVER JORDY NELSON**
May 11 event promotes home safety with the Kohl's Cares®: The Great Safety Adventure®

MENOMONEE FALLS, Wis., May 9 – Kohl's Department Stores is donating \$725,000 to Children's Hospital of Wisconsin to support children's health and education initiatives. Green Bay Packers wide receiver Jordy Nelson will join in the announcement on Friday, May 11 at a family safety event at Kohl's Southridge Mall. The event highlights Kohl's Cares®: The Great Safety Adventure®, a mobile health education unit designed to help reduce the number of childhood injuries at home. The donation comes from the Kohl's Cares cause merchandise program, which sells special books and plush toys and donates 100 percent of the net profit to benefit children's health and education initiatives nationwide.

"Children's Hospital of Wisconsin is pleased to partner with Kohl's to present Kohl's Cares: The Great Safety Adventure to teach kids and families how to be safe at home," said Bridget Clementi, director of community health, Children's Hospital of Wisconsin. "One in four children each year suffers injuries at home that are serious enough to require medical attention - this translates into more than 14 million children a year. The Great Safety Adventure is a unique tool to educate children to be safe."

Kohl's Cares: The Great Safety Adventure will introduce local families to Rover, the Home Safety Hound, and his Safety Rangers as they explore a retrofitted semitrailer designed to represent a 1,200-square-foot home. This fun, interactive tour is dedicated to educating parents and children about the five leading safety risks found inside and outside the home: falls, poisoning, fire and burns, choking and suffocation, and drowning.

According to Safe Kids USA, injury is the leading cause of death in children ages one to 14 in Wisconsin and the United States. The tour provides life-saving information about home safety for school-age children in kindergarten through fourth grade.

"Kohl's is committed to kids health and education nationwide," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "We are proud to give back to the communities we serve with best-in-class health and education programs like the Kohl's Cares: The Great Safety Adventure right here in Wisconsin. This program allows kids and families to learn important home safety tips in a fun, engaging and memorable way."

Since 2000, Kohl's has donated more than \$6.7 million to Children's Hospital of Wisconsin to support youth health and education programming. The initiative is supported by the Kohl's Cares philanthropic program, which is focused on improving the lives of children. Kohl's Cares benefits children's health and education initiatives nationwide through its cause merchandise program, annual scholarship program, fundraising gift cards and the Associates in Action program. For more information, visit www.Kohls.com/Cares.

For more information on Kohl's Cares: The Great Safety Adventure, visit bluekids.org/kohlscares. For information on Kohl's Cares and how to purchase Kohl's Cares merchandise, go to any Kohl's store or visit Kohls.com/Cares.

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 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 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, or join the discussion on [Facebook](#) or [Twitter](#).

ABOUT CHILDREN'S HOSPITAL OF WISCONSIN

Children's Hospital of Wisconsin is the region's only independent health care system dedicated solely to the health and well-being of children. The hospital, with locations in Milwaukee and Neenah, Wis. is recognized as one of the leading pediatric health care centers in the United States and was named one of America's Best Children's Hospitals by U.S.News & World Report. Children's Hospital provides primary care, specialty care, urgent care, emergency care, community health services, foster and adoption services, child and family counseling, child advocacy services and family resource centers. In 2010, Children's Hospital invested more than \$105 million in the community to improve the health status of children through medical care, advocacy, education and pediatric medical research. Children's Hospital achieves its mission in part through donations from individuals, corporations and foundations and is proud to be a Children's Miracle Network Hospital. For more information, visit the website at chw.org.

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