

KOHL'S®

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Kohl's Cares Gives Back to Communities with Salina Yoon Children's Books

100 percent of the net profit supports children's health initiatives nationwide

MENOMONEE FALLS, Wis., April 12, 2016 – [Kohl's](#) (NYSE: KSS) today unveiled its delightful new [Kohl's Cares®](#) collection with 100 percent of the net profit benefiting children's health initiatives nationwide. The lovable stories and adorable soft toys create an engaging reading experience for families, and are priced at just \$5 each. The new collection is available now at Kohl's stores nationwide and on [Kohls.com](#) through the end of June.

"Kohl's is bringing the very best children's books to spark creativity, ignite imagination and bring families together," said Jen Johnson, Kohl's vice president of corporate communications. "By offering the Kohl's Cares books and soft toys at just \$5 each, we know more children will have the opportunity to build their home libraries and discover a love of reading, all while giving back to their community."



Books and soft toys featured in the Kohl's Cares collection this summer include:

- [Penguin on Vacation](#) book, [Penguin's Big Adventure](#) book and [penguin](#) soft toy
- [Board Book Set](#) and [clownfish](#) soft toy
- [Found](#) book and [bear](#) soft toy
- [Stormy Night](#) book and [dinosaur](#) soft toy

Whether welcoming a new addition to the family or stocking up for summer vacation story time, the Kohl's Cares collection features something for everyone. The [Board Book Set](#) with a personalized note is a thoughtful way to celebrate a new chapter in parents' lives. The exclusive small three-book set is sturdy for little fingers and sweetly illustrated with colorful items found at a park, at the beach, or in an ocean. Strengthen children's reading skills during the summer break with a copy of [Penguin on Vacation](#), a captivating story that will keep young minds interested as they follow the little bird's adventures during his quest for warmer weather.

To date, Kohl's has raised nearly \$300 million through the Kohl's Cares merchandise program. To reinforce the company's commitment to children's health, Kohl's has donated financial support to hospitals across the country. The donations fund hospital outreach programs focused on children's health initiatives and address the specific issues needed most in each hospital's community. These tailored programs provide vital resources to families at no cost and include topics such as injury prevention, asthma awareness, dental care, and fitness. A complete list of hospital partners is available [online](#).

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with more than 1,100 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 nearly \$300 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 <http://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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