



FOR IMMEDIATE RELEASE

**Kohl's Donates \$800,000 to Children's Hospital of Wisconsin  
to Support New *Mission: Healthy Kids* Program**

**MENOMONEE FALLS, Wis. (October 24, 2017)** – [Kohl's](#) (NYSE: KSS) today announced its continued partnership with [Children's Hospital of Wisconsin](#) with a donation of \$800,000 over the next two years to fund a new program, **Mission: Healthy Kids**, that raises awareness statewide about the importance of healthy eating and active living in children's physical development, ability to learn and emotional well-being.

"Kohl's shares Children's Hospital of Wisconsin's commitment to children's health," said Jen Johnson, Kohl's vice president, corporate communications. "We are proud to partner with Children's Hospital of Wisconsin to encourage children and families across the state to make active and healthy choices in support of a healthy lifestyle."

The **Mission: Healthy Kids** program will help Wisconsin kids and families learn how to eat right, stay fit and feel good about their bodies. In partnership with the Wisconsin Department of Public Instruction and the Wisconsin School Health Wellness Awards, **Mission: Healthy Kids** will promote policy, systems, and environmental changes in schools, connect families to Children's E-learning health education programming, and provide free resources on nutrition and physical health.

"With Kohl's generous donation, we are eager to launch new prevention efforts that align with our joint commitment to keeping our community safe and healthy, and to build upon established community partnerships and our demonstrated commitment to school health," said Bridget Clementi, vice president of Community Services, Children's Hospital of Wisconsin. "**Mission: Healthy Kids** offers us the opportunity to directly connect with school communities throughout Wisconsin to provide tools and resources that contribute to improving the health and well-being of kids and families."

Kohl's commitment to Children's Hospital of Wisconsin is made possible through the Kohl's Cares cause merchandise program. Through this initiative, Kohl's sells \$5 books and soft toys, where 100 percent of net profit benefits children's health initiatives nationwide, including hospital partnerships like this one. To date, Kohl's has raised more than \$317 million through this merchandise program.

Since 2000, Kohl's and Kohl's Cares have donated more than \$90 million through to support charitable initiatives in the metro-Milwaukee area, including more than \$15 million to Children's Hospital of Wisconsin to help improve the health and safety of local children.

**About Kohl's**

Kohl's (NYSE: KSS) is a leading omnichannel retailer with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, Kohl's offers amazing national and exclusive brands, incredible savings and an easy shopping experience in our stores, online at [Kohls.com](#) and on Kohl's mobile app. Throughout its history, Kohl's has given nearly \$600 million to support communities nationwide. For a list of store locations or to shop online, visit [Kohls.com](#). For more information about Kohl's impact in the community and how to join our winning team, visit [Corporate.Kohls.com](#).

**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, Wisconsin, is recognized as one of the leading pediatric health care centers in the United States. It is ranked in all 10 specialty areas in *U.S. News &*

*World Report's* 2017-2018 Best Children's Hospitals report. Children's 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 2016, Children's invested more than \$108 million in the community to improve the health status of children through medical care, advocacy, education and pediatric medical research. Children's achieves its mission in part through donations from individuals, corporations and foundations and is proud to be a member of Children's Miracle Network Hospitals. For more information, visit the website at [chw.org](http://chw.org).

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