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Kohl's Family Value Day and Kohl's Activity Zone Return to 2019 Wisconsin State Fair

Families Save with Free Youth Admission and \$6 Adult Admission on Monday, August 5

WEST ALLIS, Wis., April 18, 2019 – The [Wisconsin State Fair](#), in collaboration with the [Wisconsin State Fair Park Foundation](#) and [Kohl's](#) (NYSE: KSS), today announced they will celebrate the ninth year of their partnership by providing families with access to the Wisconsin State Fair through the [Kohl's Family Value Day](#).

Held on Monday, August 5 from 8 a.m. until 6 p.m., **Kohl's Family Value Day** offers free admission for youth 11 and under (\$8 savings) and discounted adult admission for only \$6 (\$8 savings). In addition, the partnership includes the return of the [Kohl's Activity Zone](#), which offers hands on, educational activities during the Fair, as well as the beloved "Fair Day" at [Children's Hospital of Wisconsin](#).

"Kohl's is proud to continue our support of the Wisconsin State Fair by offering discounted admission on Kohl's Family Value Day to provide the opportunity for children and families to experience the excitement of the Fair," said Jen Johnson, Kohl's senior vice president, corporate communications. "We are thrilled to once again engage some of our hometown partner organizations to bring fun, educational activities to the Kohl's Activity Zone for kids of all ages to enjoy."

The [Kohl's Activity Zone](#), open from 9 a.m. to 5 p.m. daily, will be located on South Grandstand Avenue and includes the following attractions:

- [Kohl's Building Blocks Program](#), a Penfield Children's Center program that promotes the health and positive development of children and celebrates their unique abilities
- [Kohl's Color Wheels](#), an art-making experience presented by the Milwaukee Art Museum
- [Kohl's Design It! Mobile Lab](#), features hands-on, design-driven projects led by Discovery World staff
- [Kohl's On The Move](#), offers interactive activities to feed curiosity for the natural world led by Milwaukee Public Museum staff
- [Kohl's Wild Theater](#), a conservation-themed theatrical performance from the Zoological Society of Milwaukee

Additionally, through a generous donation from Kohl's, Children's Hospital of Wisconsin patients and their families will enjoy an exceptional re-creation of the Wisconsin State Fair during "Fair Day" at the hospital on Tuesday, August 6 from 1:30 p.m. to 3 p.m. This fun-filled event will include several cherished fair traditions, such as jugglers, magicians, a visit from the 2019 [Fairest of the Fairs](#) and traditional fair food, including the delicious [Original Cream Puff](#).

Throughout its history, [Kohl's](#) and [Kohl's Cares®](#) have given nearly \$115 million to support Milwaukee-area organizations that improve community health and family well-being. Through the Kohl's Cares program, children's books and plush toys are sold throughout the year with 100 percent of the net profit benefiting charitable initiatives nationwide. For more information on how Kohl's supports family health and wellness, visit [Corporate.Kohls.com](#).

About Wisconsin State Fair

Welcoming an average of one million guests each year, the Wisconsin State Fair offers a unique experience to all who attend. Featuring Wisconsin's largest agriculture showcase, 30 FREE entertainment stages, exciting rides and games in SpinCity, countless family-friendly activities and food galore, the fair is a tradition that can't be missed. The 2019 fair will take place Thursday, Aug. 1 – Sunday, Aug. 11. For the most up-to-date information, visit WiStateFair.com or join the conversation on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), [YouTube](#) and [Snapchat](#).

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 continually enhancing the visitor experience at Wisconsin State Fair Park. It was founded in 1995 on the belief that providing youth with positive experiences will ensure the development of responsible citizens and future leaders. The Foundation currently supports the [Wisconsin State Fair Youth Day Camp](#), [Dairyland Youth Celebration](#), and ["Fairtastic" Poster Competition](#). For more information on supporting the Wisconsin State Fair Park Foundation through the [Cream Puff 5K Run/Walk](#) and other opportunities visit wsfpfoundation.org.

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. Since its founding, Kohl's has given more than \$700 million to support communities nationwide, with a focus on family health and wellness. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl's impact in the community or how to join our winning team, visit Corporate.Kohls.com or follow [@KohlsNews](#) on Twitter.

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