

Kohl's Donates \$1.5 Million to Milwaukee Art Museum

Donation Supports Continued Evolution of Children's Programming

MENOMONEE FALLS, Wis., September 17, 2019 – [Kohl's](#) (NYSE: KSS) today announced a donation of \$1.5 million over three years to the [Milwaukee Art Museum](#). The financial support allows the Museum to continue the family-friendly [Kohl's Art Generation](#) program, an interactive art experience in the community that encourages youth and family engagement in art.

"Kohl's is happy to continue partnering with the Milwaukee Art Museum to create great experiences for families," said Jen Johnson, Kohl's senior vice president of corporate communications. "We are proud to support the Museum and the interactive and immersive programming that connects kids and families with the arts."

"The Kohl's Art Generation program is one of the many reasons why the Museum is a wonderful place for families to visit," said Brigid Globensky, Milwaukee Art Museum senior director of education and programs. "We are delighted to continue partnering with Kohl's to provide engaging programs for the local Milwaukee community, inspiring and piquing children's interest in culture and art."

The Kohl's Art Generation program was created in 2008 as a youth arts education initiative. Before partnering with Kohl's, the Museum served about 9,000 family participants each year. Since then, the program has seen remarkable growth and now reaches more than 300,000 participants each year. In addition to free admission for children 12 and under, Kohl's Art Generation programming includes the following. Specific programming needs will be re-evaluated in the second and third years to align with the Museum's long-term strategic direction.

- The [Kohl's Art Generation Studio](#), a hands-on art studio that features a variety of ever-changing activities. Families can stop in for a few minutes or spend the entire day creating art together. The studio is now open every day the Museum is open, from 10 a.m. to 4 p.m., with late hours until 7 p.m. on Thursdays.
- The [Kohl's Art Generation Lab](#), a devoted space for interactive exhibitions, designed to introduce families to artists and artworks in the Museum's Collection. The current exhibition, *Haitian Art*, is drawn from the Museum's Collection and features interactive activities, live performances and story times.
- [Kohl's Art Generation Family Sundays](#), a lively weekend event that happens five times a year and turns the entire Museum into an art extravaganza. Families can participate in hands-on art activities, watch live performances, meet visiting artists, tour through the galleries and more. The next event, Día de los Muertos, takes place on Sunday, October 13, from 10 a.m. to 4 p.m.
- Story Time in the Galleries, where families can come hear a story that relates to a work of art in the galleries, and then make a drawing inspired by what they have seen and heard.
- [Kohl's Art Generation Family Multimedia Tour](#), a way for families to explore the Museum's Collection, learn about artworks through games and videos, and take an art selfie with an app. Families can check out a tablet while they're at the Museum, or download the Kohl's Art Generation app for free from the App Store or Google Play Store.
- [Kohl's Color Wheels](#), a traveling art studio that visits schools and festivals to provide hands-on art activities in the community throughout the year. Families can create projects together inspired by the Museum's Collection and special exhibitions.

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](https://twitter.com/KohlsNews) on Twitter.

About the Milwaukee Art Museum

Home to a rich collection of more than 30,000 works of art, the Milwaukee Art Museum is located on the shores of Lake Michigan. Its campus includes the Santiago Calatrava–designed Quadracci Pavilion, annually showcasing three feature exhibitions, and the Eero Saarinen–designed Milwaukee County War Memorial Center and David Kahler–designed addition. In 2016, after a yearlong renovation, the Museum reopened its Collection Galleries, debuting nearly 2,500 world-class works of art within dramatically transformed galleries and a new lakefront addition. This reimagined space also allows for the presentation of additional changing exhibitions. For more information, please visit mam.org.

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