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Milwaukee Film Announces Kohl's Sponsorship of C&C Initiative

Kohl's to be a 2021 leading sponsor for Milwaukee Film's Cultures & Communities Initiative

MILWAUKEE – Wednesday, April 14, 2021 – Milwaukee Film announced on Wednesday, in celebration of 414 Day, that Kohl's has committed \$50,000 to serve as a 2021 leading sponsor for the nonprofit's [Cultures & Communities](#) initiative. This initiative works to prioritize diverse cultural perspectives, lived experiences, and representations of historically marginalized communities through the use of film, conversation, events, and auxiliary presentations.

The collaboration with Kohl's will include the sponsorship of eight virtual film screenings, each with one of Kohl's eight [Business Resource Groups](#) (BRG) in mind. Every BRG makes an impact by leading cultural celebrations, offering opportunities for diverse talent to grow in their career through leadership and mentorship, driving strategy by acting as a key resource to various business units across the organization, and working directly with nonprofits that connect with their communities. Each virtual screening will also feature an accompanying Q&A with the opportunity to bring in community experts related to the discussions.

"Kohl's is a long-standing, respected organization in the Milwaukee community, and we at Milwaukee Film are thrilled to launch this together," said Jonathan Jackson, CEO of Milwaukee Film. "We look forward to working with Kohl's and bringing together local community members through entertaining and educational cinematic experiences, all while making Milwaukee a more empathetic and equitable place for everyone to live," he added.

The initiative will officially kick off this month with Kohl's diverseAbilities BRG hosting a screening of a film focused on the topic of mental health as a lead into Mental Health Awareness Month in May. Additional screenings throughout the year will be hosted by Kohl's Asian Pacific, Pride, Black Professionals, Women of Kohl's, Hispanic y Latino, Young Professionals, and Veterans and Military BRGs. Milwaukee Film's partnership with Kohl's also includes a sponsorship of the 2021 Milwaukee Film Festival and the 2021 Minority Health Film Festival.

"As Kohl's continues to build upon its commitment to diversity and inclusion through Our People, Our Customers and Our Community, we are excited to begin this initiative with Milwaukee Film and foster courageous conversations within the Milwaukee Community," said Lydia Smith, director of diversity and

inclusion for Kohl's. "These virtual screenings throughout 2021 will create a space for Kohl's associates, community members and thought leaders to come together in an engaging way and cultivate awareness on a variety of issues and important topics."

Details on Milwaukee Film and the upcoming Festival are available at mkefilm.org.

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About Milwaukee Film

Milwaukee Film is a nonprofit arts organization dedicated to entertaining, educating, and engaging our community through cinematic experiences, with a vision to make Milwaukee a center for film culture. Milwaukee Film operates the magnificent Oriental Theatre, a historic cinema palace committed to high-quality and accessible film and education programming. The 13th annual Milwaukee Film Festival, presented by Associated Bank, will be held May 6-20, 2021. For more information or to become a Member, visit mkefilm.org.

Milwaukee Film Board of Directors: mkefilm.org/board

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About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer. With more than 1,100 stores in 49 states and the online convenience of Kohls.com and the Kohl's App, Kohl's offers amazing national and exclusive brands at incredible savings for families nationwide. Kohl's is uniquely positioned to deliver against its strategy and its vision to be the most trusted retailer of choice for the active and casual lifestyle. Kohl's is committed to progress in its diversity and inclusion pledges, and the company's environmental, social and corporate governance (ESG) stewardship. 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.