



## FOR IMMEDIATE RELEASE

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## Kohl's Donates \$2 Million to Discovery World to Create Kohl's Design It! Program

*Kohl's program for kids creates hands-on learning to inspire creativity, innovation and design*

MENOMONEE FALLS, Wis., August 17, 2010 – [Kohl's Department Stores](#) (NYSE: KSS) is partnering with Discovery World in Milwaukee and donating \$2 million over three years to create Kohl's Design It!, an educational program allowing kids to use advanced technology to turn designs into reality. The donation comes from the Kohl's Cares® cause merchandise program, which sells special merchandise, including plush toys and books, and donates 100 percent of the net profit to benefit children's health and education initiatives nationwide.

Discovery World, an educational and experiential learning center in Milwaukee, is nationally recognized for its pioneering approach to education and serves more than 300,000 people each year. The Kohl's Design It! program will launch at Discovery World in fall 2010 and will be free with admission to all Discovery World attendees and school groups.

"At Kohl's, we know the value of creative thinking and great design and we want to inspire young minds to learn these skills," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Discovery World offers a great educational service, cultivating the entrepreneurs and innovators of tomorrow, and we're thrilled to partner with Discovery World to offer the Kohl's Design It! program in our hometown."

The Kohl's Design It! Program consists of two main components:

- **Kohl's Design It! Lab:** A hands-on learning lab at Discovery World, providing students with a greater understanding of how things are made and how technology is involved in transforming ideas into objects. The lab includes workstations, tools, equipment and themed curriculum for students to create items such as personalized flashlights, jewelry inspired by designs found in nature or backpacks made with recycled materials. Visitors can join the Kohl's Design It! Club to be entered for a chance to win Discovery World memberships and admittance to summer camp programs.
- **Kohl's Design It! Mobile Lab:** A portable version of the on-site lab to extend program delivery beyond the walls of the Discovery World facility. Trained lab educators will travel to schools, youth serving agencies and community festivals in the Kohl's Design It! Mobile Lab.

"Discovery World and Kohl's share a commitment to children's education here in Wisconsin. We are proud to partner with Kohl's to deliver this new program that connects youth and families with innovative technologies," said Joel Brennan, Discovery World chief executive officer. "Through the creative process of learning how to design and build things, participants will explore the science and technology behind everyday objects and gain an appreciation for the role of design in their lives."

Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$30 million to support charitable initiatives in the metro-Milwaukee area, including the \$2 million to Discovery World and the following recent contributions:

- \$7 million donation over the next three years to the Southeast Wisconsin affiliate of Susan G. Komen for the Cure and the American Cancer Society's Midwest Division
- \$3 million donation over the next three years to Junior Achievement of Wisconsin
- \$1 million donation over the next three years to Penfield Children's Center
- \$225,000 to Hunger Task Force
- \$1 million donation to the Milwaukee Art Museum

For more information on Discovery World, visit [www.discoveryworld.org](http://www.discoveryworld.org). To purchase Kohl's Cares® cause merchandise, visit any Kohl's store or shop online at [www.kohls.com](http://www.kohls.com).



#### About Kohl's

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. By the end of September, Kohl's will operate 1,089 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 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 a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

#### About Discovery World

Discovery World connects people with innovation, science, technology and the environment with exploration and education through interactive exhibits and experiential learning programs. Key features in the facility include interactive science, technology and freshwater exhibits, innovation labs, high-def theaters, television and audio studios as well as fresh and saltwater aquariums. Discovery World is also home to Wisconsin's Flagship the S/V Denis Sullivan. To find out more call (414) 765-9966 or visit [www.discoveryworld.org](http://www.discoveryworld.org).

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