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Kohl's Donates More than \$2.7 Million to Milwaukee Art Museum to Continue Successful Kohl's Art Generation Program and Launch New Youth Art Education Initiatives

Gift is largest single corporate donation in Museum's history

MENOMONEE FALLS, Wis., September 28, 2010 – Today [Kohl's Department Stores](#) (NYSE: KSS) announced a more than \$2.7 million donation over three years to the Milwaukee Art Museum that will continue the successful Kohl's Art Generation program launched in 2008 as well as create new programs for kids and families. Building on the \$1 million contribution from Kohl's in 2008, this donation is the largest corporate gift in the Museum's history. The donation comes from the Kohl's Cares[®] cause merchandise program, which sells special items, including plush toys and books, and donates 100 percent of the net profit to benefit children's health and education initiatives nationwide.

One of Wisconsin's premiere destinations for art and culture, the Milwaukee Art Museum serves more than 300,000 visitors each year and is nationally recognized for its art education programming. The onsite Kohl's programs will be free with admission to all Museum attendees and school groups.

"Kohl's and the Milwaukee Art Museum not only share a hometown community in Milwaukee, we also share a commitment to education," said Julie Gardner, executive vice president and chief marketing officer for Kohl's. "From kid-focused classes and tours to hands-on learning, these programs expose kids to art and inspire creative thinking. We are proud to grow our partnership with the Museum and enhance the Kohl's Art Generation educational programs that families can enjoy together."

The Kohl's Art Generation program has made the Milwaukee Art Museum a leading destination for families with a hands-on children's exhibit, art studio and mobile art experience. This new \$2.7 million gift will sustain the existing Kohl's Art Generation program and expand services to offer additional resources for families.

Kohl's Art Generation program components that will be enhanced with the new donation include:

- **Kohl's Art Generation Gallery** – Each year, the Kohl's Art Generation Gallery will feature new interactive exhibits for families to enjoy. The gallery is currently featuring an exhibit on how 3-D images are created and the evolution of 3-D technology. In 2012, the gallery will offer more space for kids to explore when the gallery nearly triples in size.
- **Kohl's Art Generation Studio** – The studio is a space for kids, families and school groups to come and create art. The studio space will more than double in size with the new program funding.
- **Kohl's Color Wheels** – The mobile art experience continues with the Kohl's Color Wheels van bringing hands-on art activities and lessons to schools, local festivals and attractions throughout the greater-Milwaukee area year round.

New program elements include:

- **Kohl's Education Center** – Opening in 2012, this center, located within the core of the Museum's galleries, will bring family-focused art education opportunities together in one fun and exciting location. The center will include the Kohl's Art Generation Studio, Gallery, a new Kohl's Virtual Lab and the new Art Generator, a photo booth that transforms visitors into an impressionist painting, pop icon or medieval knight.
- **Family Multimedia Tours** – Beginning in 2011, families will have access to fun, interactive, new multimedia tours, using iPod Touch devices and headsets. Parents and kids will learn about the art they see in the museum by listening to the artists themselves and engaging in interactive games.
- **Kohl's Family Sundays** – Families are invited to the Museum for five Sunday events that feature youth-focused artist demonstrations, hands-on activities and performances. These events, starting October 31, will draw up to 2,000 visitors for each event. Additional event dates will be posted online at www.mam.org.

“Kohl’s has been an extremely generous and supportive partner with the Milwaukee Art Museum and we are so excited about what this, the largest corporate gift in our history, will do for the Museum, our visitors and the Milwaukee community,” said Dan Keegan, director of the Milwaukee Art Museum. “Kohl’s is helping to create art education programs that will inspire and engage young people in the arts at a time when several schools are cutting funding for art education.”

Since 2000, Kohl’s and the Kohl’s Cares program have combined to give approximately \$34 million to support charitable initiatives in the metro-Milwaukee area, including the \$2.7 million to the Milwaukee Art Museum and the following recent contributions:

- \$1 million to the Zoological Society of Milwaukee County
- \$2 million donation over the next three years to Discovery World
- \$7 million donation over 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 three years to Junior Achievement of Wisconsin
- \$1 million donation over three years to Penfield Children’s Center
- \$225,000 to Hunger Task Force

For more information about the Kohl’s Art Generation program at the Milwaukee Art Museum, visit www.mam.org/artgeneration. For more information about Kohl’s philanthropic and community initiatives, visit www.kohls.com/cares.

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.

About the Milwaukee Art Museum

The Milwaukee Art Museum’s expansive Collection includes more than 20,000 works spanning antiquity to the present day. With a history dating back to 1888, the Museum holds collections of American decorative arts, German Expressionism, folk and Haitian art, and American art after 1960 that are among the nation’s best. The Museum includes the Santiago Calatrava–designed Quadracci Pavilion, named by Time magazine “Best Design of 2001.” The Museum is open seven days a week from 10 a.m. to 5 p.m., except for Thursdays when the Museum stays open until 8 p.m. For more information, visit www.mam.org.

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