



**A Milwaukee County Zoo &
Zoological Society Partnership**

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Contact:

Jen Johnson, Kohl's, 262.703.5241 or jen.johnson@kohls.com

Robin Higgins, Zoological Society of Milwaukee, 414.258.2333 or robinh@zoosociety.org

Kohl's Donates \$1 Million to Zoological Society of Milwaukee County for Kohl's Wild Theater *Kohl's program to teach kids about nature and conservation*

MENOMONEE FALLS, Wis., September 21, 2010 – [Kohl's Department Stores](#) (NYSE: KSS) is partnering with the Zoological Society of Milwaukee County and the Milwaukee County Zoo by donating \$1 million over three years to create Kohl's Wild Theater, a live, interactive, participatory theater that uses drama, puppetry, games and songs to bring conservation messages to children and families. 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.

Recognized as one of the country's finest zoological attractions, the Milwaukee County Zoo serves more than 1.3 million people each year. Launching in May 2011, the Kohl's Wild Theater performances are free with admission to all zoo attendees. Performing teams also will be available to travel to schools and local community organizations at no charge.

"Kohl's is committed to children's education and to being an environmentally responsible retailer. We are proud to partner with the Milwaukee County Zoo to bring lessons about conservation, wildlife and natural animal habitats to life for Wisconsin kids," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The Zoo is a well-known family destination in our hometown community and we both share a commitment to enriching the lives of area children through positive, impactful educational programming."

The Kohl's Wild Theater program consists of two main components:

- **Kohl's Wild Theater:** The Kohl's Wild Theater, located in the children's area of the zoo, will host Kohl's Wild Theater performances focused on conservation and the importance of caring for the animals and the environment. Zoo performances will be available during the summer months.
- **Kohl's Wild Theater Performances in the Community:** The Kohl's Wild Theater will also feature a year-round community outreach program. Kohl's Wild Theater performers will travel into the community to present 30- to 40-minute performances at various venues, such as schools, libraries, community centers and major special events.

"The Kohl's Wild Theater program is designed to inspire children to care more about conservation and learn ways to help animals," said Dr. Bert Davis, president and CEO of the Zoological Society of Milwaukee County. "We're thrilled to partner with Kohl's, as they support our mission to teach children about animals and their natural environments."

Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$31 million to support charitable initiatives in the metro-Milwaukee area, including the \$1 million to the Zoological Society of Milwaukee County and the following recent contributions:

- \$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
- \$1 million donation to the Milwaukee Art Museum



To learn more about having a performance at your organization or event, or for more information on the Kohl's Wild Theater program, visit www.zoosociety.org in April 2011. To purchase Kohl's Cares® cause merchandise, visit any Kohl's store or shop online at 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.

About Zoological Society of Milwaukee

Established in 1910, the Zoological Society of Milwaukee (ZSM) is a private non-profit organization whose mission is to conserve wildlife and endangered species, educate people about the importance of wildlife and the environment, and support the Milwaukee County Zoo. The ZSM has 53,500 members and gave more than \$7.3million in support to the Zoo in 2008-09. For information, visit www.zoosociety.org.

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