



## FOR IMMEDIATE RELEASE

### Contacts:

Sarah Schmidt, Cramer-Krasselt Public Relations 414-227-1535 or [sschmidt@c-k.com](mailto:sschmidt@c-k.com)

Vicki Shamion, Kohl's 262-703-1464 or [vicki.shamion@Kohls.com](mailto:vicki.shamion@Kohls.com)

Jen Johnson, Kohl's 262-703-5241 or [jen.johnson@Kohls.com](mailto:jen.johnson@Kohls.com)

### KOHL'S TO CELEBRATE \$725,000 DONATION TO CHILDREN'S HOSPITAL OF WISCONSIN WITH THE HELP OF GREEN BAY PACKERS SAFETY AND SUPER BOWL CHAMP NICK COLLINS

*May 20 event to promote home safety and launch of Kohl's Cares®: The Great Safety Adventure®*

**MENOMONEE FALLS, Wis., May 19** – Kohl's Department Stores is donating \$725,000 to support Children's Hospital of Wisconsin with the launch of Kohl's Cares®: The Great Safety Adventure®, a new mobile health education unit designed to help reduce the number of childhood injuries at home. Super Bowl champ and Green Bay Packers safety Nick Collins will join in the announcement tomorrow at a family safety event at Kohl's store in West Allis, Wis. The donation comes from the Kohl's Cares® cause merchandise program, which sells special merchandise and donates 100 percent of the net profit to benefit children's health and education initiatives nationwide.

"Children's Hospital is so grateful to have a partner like Kohl's that cares about the safety of children in our community," said Bridget Clementi, director of community health, Children's Hospital and Health System. "Kohl's Cares®: The Great Safety Adventure® will be a vital component to our community outreach programs."

Kohl's Cares: The Great Safety Adventure features a semitrailer retrofitted to represent a 1,200-square-foot home dedicated to home safety. During the tour of the life-sized house, parents and their children learn how to prevent injuries resulting from the five leading risks found inside and outside the home. These include falls, poisoning, fires and burns, choking and suffocation, and drowning.

According to the Home Safety Council, injury is the No. 1 cause of death for children ages 1 to 14 in the United States and in Wisconsin. The Home Safety Council also reveals that an average of 2,096 children younger than 15 die each year as a result of an unintentional home injury.

"At Kohl's, we are very dedicated to children in our community," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "We feel it is our responsibility to give back to the communities we serve as much as we can by supporting kids' health and education initiatives nationwide, including best-in-class programs like the Kohl's Cares: The Great Safety Adventure right here in our own hometown."

The initiative is supported by the Kohl's Cares® philanthropic program focused on improving the lives of children. Kohl's Cares® benefits children's health and education initiatives nationwide through its cause merchandise program, annual scholarship program, fundraising gift cards and the Associates in Action program. For more information, visit [www.Kohls.com/Cares](http://www.Kohls.com/Cares).

Children's Hospital has partnered with Kohl's since 2000. Since then, Kohl's has donated more than \$6 million to Children's Hospital of Wisconsin and related entities. In that same time, Kohl's and the Kohl's Cares program have combined to give approximately \$38 million to support charitable initiatives in the metro Milwaukee area.

For more information on Kohl's Cares: The Great Safety Adventure, visit <http://www.bluekids.org/kohlscares/>. For information on Kohl's Cares and how to purchase Kohl's Cares merchandise, go to any Kohl's store or visit [www.Kohls.com/Cares](http://www.Kohls.com/Cares).

### **Kohl's Department Stores**

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. With a commitment to environmental leadership, Kohl's operates 1,097 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 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).

### **Children's Hospital of Wisconsin**

Children's Hospital of Wisconsin, founded in 1894, is recognized as one of the leading pediatric health care centers in the United States. It is rated No. 3 in the nation by *Parents* magazine and named one of America's Best Children's Hospitals by *U.S. News & World Report*. Children's Hospital of Wisconsin is a Level I Pediatric Trauma Center verified by the American College of Surgeons. The hospital has been redesignated a Magnet hospital by the American Nurses Credentialing Center, a national honor that recognizes nursing excellence. Private, independent and not-for-profit, the hospital serves children and families from Wisconsin, the Upper Peninsula of Michigan, northern Illinois and beyond. Children's Hospital is the flagship member of Children's Hospital and Health System. In 2009, the health system invested more than \$76 million into the community to improve the health status of children. For more information, visit the website at [chw.org](http://chw.org).

### **Nick Collins**

A fan favorite, Nick Collins earned an indelible mark in NFL history with an interception and touchdown in Super Bowl XLV, taking the Green Bay Packers to a 14-0 lead. Collins' career features numerous firsts and accomplishments, including becoming the first Packers safety to earn back-to-back Pro Bowl honors since LeRoy Butler (1996-98), leading all NFL safeties with 13 interceptions since 2008 and leading the league with 405 interception return yards during that span. In 2008, Collins returned three interceptions for touchdowns, becoming the first NFL safety to do so since Kansas City's Lloyd Burruss in 1986.

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