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**Kohl's Donates \$600,000 to Enhance Art Education at the Milwaukee Art Museum**

*Donation brings total giving to the Museum to \$4.3 million as part of Kohl's ongoing partnership*

MILWAUKEE, May 23, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) today announced a \$600,000 donation to the Milwaukee Art Museum to open the Kohl's Art Generation Studio to the public for an additional day each weekend and to sponsor the School and Teacher Program which supports art education programming for educators and students. Kohl's is supporting the art education of Milwaukee-area youth at a time when elective classes have been cut and fewer public elementary schools are offering visual arts due to budget cuts\*. The donation, which brings Kohl's total giving to the Museum to \$4.3 million since 2008, is funded through 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.

"Kohl's partnership with the Milwaukee Art Museum has been an indispensable asset to our art education programs," said Brigid Globensky, senior director of education and public programs at the Milwaukee Art Museum. "With the additional gift of \$600,000 we are excited to foster our education opportunities for children, their families and Milwaukee-area teachers. We are extremely grateful and humbled by Kohl's ongoing commitment and dedication to the Milwaukee Art Museum."

"Kohl's is deeply committed to the education of children in our community and with budget cuts reducing art in schools, we are fortunate to be able to donate an additional \$600,000 to the Milwaukee Art Museum to enhance their art education programs," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The Milwaukee Art Museum provides an exciting, interesting and interactive environment for kids in our community and all of those visiting the Museum. Kohl's is proud of our ongoing support of the Milwaukee Art Museum and encourages families and classrooms to utilize these amazing art resources."

The Kohl's Art Generation program, now in its fourth year, is made possible from \$3.7 million in previous donations from Kohl's Cares and Kohl's Department Stores to the Milwaukee Art Museum. The Kohl's Education Center inside the Museum opened in February 2012 and is comprised of the Kohl's Art Generation Studio, Gallery and Lab and is designed for families and kids to cultivate appreciation and awareness of art. The Kohl's Art Generation Gallery and Lab educates children on the fundamentals of art in fun, interactive ways, while the Studio features a variety of hands-on activities and art projects—fresh and different every month—that children and families can create together.

In addition to supporting the Milwaukee Art Museum, Kohl's and Kohl's Cares have combined to give more than \$44.3 million since 2000, to support charitable initiatives in the metro-Milwaukee area, including the following contributions:

- \$1.1 million to the Hunger Task Force
- \$1 million over four years to the Zoological Society of Milwaukee County
- \$2 million donation over 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

#### **About 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 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 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), or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

#### **About the Milwaukee Art Museum**

The Milwaukee Art Museum's far-reaching holdings include more than 25,000 works spanning antiquity to the present day. With a history dating back to 1888, the Museum houses a collection with strengths in 19th- and 20th-century American and European art, contemporary art, American decorative arts, and folk and self-taught art. The Museum includes the Santiago Calatrava-designed Quadracci Pavilion, named by Time magazine as "Best Design of 2001." For more information, please visit [www.mam.org](http://www.mam.org).

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\*Associated Press. "Report: Arts classes at elementary schools reduced." Christine Armario. 2012.