



## FOR IMMEDIATE RELEASE

### Contact:

Sarah Schmidt, Cramer-Krasselt, [sschmidt@c-k.com](mailto:sschmidt@c-k.com), office: 414.227.1535, cell: 920.410.1191

Jonas Wittke, Milwaukee Art Museum, [jonas.wittke@mam.org](mailto:jonas.wittke@mam.org), office: 414.224.3291, cell: 414.350.1372

Jen Johnson, Kohl's, [jen.johnson@kohls.com](mailto:jen.johnson@kohls.com), office: 262.703.5241, cell: 262.389.9224

## Kohl's and Milwaukee Art Museum Announce the Grand Opening of the New Kohl's Education Center

*Designed to spark creativity and encourage an appreciation of art, the new Kohl's Education Center opens on Saturday, February 25, 2012*

MILWAUKEE – [Kohl's Department Stores](#) (NYSE: KSS) and Milwaukee Art Museum are pleased to announce the grand opening of the new Kohl's Education Center inside the Museum. The Center is comprised of the Kohl's Art Generation Studio, Gallery and Lab and is designed for families and kids to cultivate an appreciation and love for art, at a time when art education may not be available at schools due to budget cuts.

On Saturday, February 25, at 10 a.m., the public can get a first look at the new Kohl's Education Center. Inside the Center, children and families will be able to learn about art through fun, high-tech and interactive games and exhibits, while also being able to create art of their own. The Kohl's Art Generation program, now in its fourth year, is made possible by \$3.7 million from Kohl's Cares and Kohl's Department Stores to the Milwaukee Art Museum.

"Art is about creativity. It's about fun and excitement. We want to give kids an opportunity to experience and express art on their terms," said Brigid Globensky, senior director of education and public programs at the Milwaukee Art Museum. "That's why we're thrilled to offer the Kohl's Art Generation program. Together with Kohl's Department Stores, we've developed a truly fun program that will engage children and families in the joy of art and the creative process."

The Kohl's Art Generation Gallery and Lab educate 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 work on together.

"At Kohl's, part of our mission is to support children's health and education initiatives in the communities we are a part of, and this is especially true here in our hometown," said Julie Gardner, executive vice president and chief marketing officer for Kohl's Department Stores. "Many school districts are facing the reality of budget cuts resulting in fewer art education programs. We're proud to partner with the Milwaukee Art Museum to bring Kohl's Art Generation to local kids and families to be sure they have access to engaging, educational art programming."

The new Kohl's Education Center will serve as the hub of the Kohl's Art Generation family programming, which includes;

- **The Kohl's Art Generation Studio:** A hands-on art studio that features a variety of activities and art projects, with new projects each month. Children and families can choose to stop in for a few minutes or spend an entire day creating art together. The studio is open to public on Sundays from 10 a.m. until 4 p.m.



- **The Kohl's Art Generation Gallery:** A kid-friendly gallery that educates children on the fundamentals of art. The first exhibit, "Animation: Art Goes to the Movies," explores how animators of today's most popular movies draw inspiration from historical works of art. The Gallery will be open during regular Museum hours.
- **The Kohl's Art Generation Lab:** A place for kids and families to explore what happens behind the scenes at an art museum. Visitors will be able to X-ray a painting, change the frames on works of art, ask the Museum curators about their career, the exhibitions, and more. The Lab will be open during regular Museum hours.

Since the introduction of this programming, the Museum has seen attendance of children and families grow to the highest levels in Museum history.

The Gallery and Lab are open during regular Museum hours, which are Tuesdays through Sundays from 10 a.m. to 5 p.m., with extended hours until 8 p.m. on Thursdays. The Studio is open Sundays from 10 a.m. to 4 p.m. Access to these areas is free with Museum admission, which is \$15 for adults and \$12 for students over age 12. Kids 12 and under and Museum members are free. For more information, visit [www.mam.org](http://www.mam.org).

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#### **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 1,127 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).

#### **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).