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## Kohl's Donates \$2 Million to Discovery World

*Kohl's Design It! Program at Discovery World provides kids with hands-on learning to inspire creativity, innovation and design*

MENOMONEE FALLS, Wis., January 22, 2013 – [Kohl's Department Stores](#) (NYSE: KSS) today announced a \$2 million donation to Discovery World in Milwaukee, Wis., over three years to continue support for Kohl's Design It!, an educational program allowing kids to use advanced technology to turn design into reality. 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.

Discovery World, an educational and experiential learning center in Milwaukee, is nationally recognized for its pioneering approach to education and serves more than 300,000 people each year. Through an initial \$2 million donation from Kohl's Cares in 2010, Discovery World launched the Kohl's Design It! Program, which is free with admission to all Discovery World attendees and school groups.

"Kohl's shares Discovery World's commitment to enhancing education and providing valuable learning opportunities for kids and families," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "We are proud to continue our partnership with Discovery World as we work together to encourage a new generation of innovators."

The Kohl's Design It! Program consists of the following components:

- **Kohl's Design It! Lab:** A hands-on learning lab at Discovery World, providing students with a greater understanding of how things are made and how technology is involved in transforming ideas into objects. The lab includes workstations, tools, equipment and themed curriculum for students to create items such as personalized flashlights, jewelry inspired by designs found in nature or backpacks made with recycled materials.
- **Kohl's Design It! Mobile Lab:** A portable version of the on-site lab to extend program delivery beyond the walls of the Discovery World facility. Trained lab educators travel to schools, youth-serving agencies and community festivals in the Kohl's Design It! Mobile Lab.

"Our partnership with Kohl's gives visitors of all ages the opportunity to discover their ability to innovate while teaching them about product development. We are honored to continue our work together to make learning a great experience in the Kohl's Design It! Lab," said Paul Krajniak, Discovery World executive director.

"We look forward to providing participants with new and diverse opportunities to explore science, math, technology and creativity as it relates to the world we live in," said Joel Brennan, Discovery World chief executive officer.

Since 2000, Kohl's and the Kohl's Cares program have combined to give nearly \$50 million to support charitable initiatives in the metro-Milwaukee area, including \$4 million to Discovery World since 2010. For more information on Discovery World, visit [www.discoveryworld.org](http://www.discoveryworld.org). For Kohl's Cares® cause merchandise, visit any Kohl's store or shop online at [www.kohls.com](http://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. With a commitment to environmental leadership, Kohl's operates 1,146 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 Discovery World

Discovery World connects people with innovation, science, technology and the environment with exploration and education through interactive exhibits and experiential learning programs. Key features in the facility include interactive science, technology and freshwater exhibits, innovation labs, high-def theaters, television and audio studios as well as fresh and saltwater aquariums. Discovery World is also home to Wisconsin's Flagship the S/V Denis Sullivan. To find out more call (414) 765-9966 or visit [www.discoveryworld.org](http://www.discoveryworld.org).

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