



The World's Largest Music Festival

June 26 - 30 / July 2 - 7, 2013

CLOSED MONDAY, JULY 1

For Immediate Release

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### KOHL'S CAPTIVATION STATION RETURNS TO SUMMERFEST 2013

*Kohl's also provides free admission on June 30 from noon - 3 p.m. for Kohl's Family Day*

MILWAUKEE (April 15, 2013) -Summerfest officials are excited to announce the return of Kohl's Captivation Station for a third year, offering educational, art, and music experiences for children and families at Summerfest 2013. The popular free admission program, Kohl's Family Day, will also return and is slated for Sunday, June 30 from noon - 3 p.m.

**Kohl's Captivation Station**, which is part of the partnership with [Kohl's Department Stores](#) (NYSE: KSS) through its Kohl's Cares® program, allows children to participate in hands-on musical experiences, mini-clinics, art projects, and educational demonstrations each day. Sponsored by Kohl's Cares, Kohl's philanthropic program that sells special merchandise and donates 100 percent of the net profits to children's health and education initiatives nationwide, Kohl's Captivation Station is located on the south end of Henry Maier Festival Park and will be open from noon - 7 p.m., every day of Summerfest.

Kohl's Captivation Station offers programs for the entire family including Kohl's Color Wheels, a hands-on, mobile, art experience with the Milwaukee Art Museum, Kohl's Design It! Mobile Lab, an interactive experience with Discovery World where kids can learn more about design, and Kohl's Wild Theater which provides conservation-themed theater performances using drama, songs, games, and puppetry. The Penfield Children's Center, dedicated to helping infants and young children with and without disabilities to reach their full potential through education, therapy services and family programs, will also be on-site with the Kohl's Building Blocks Workshop providing information and activities all 11 days of Summerfest.

New for 2013, the Disney Live Tour will make a stop at Kohl's Captivation Station on Friday, June 28 and bring along a Disney Channel celebrity to meet and greet with fans from 2 - 5 p.m. More details about the appearance will be announced in the coming months.

Throughout the festival, Kohl's Captivation Station will also showcase entertaining performances from magicians, Radio Disney Road Crew, Mad Science, Comedysportz, Figureheads and more!

"Kohl's is proud to partner with Summerfest to once again offer interactive learning opportunities for children and families who attend the festival with Kohl's Captivation Station," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "Kohl's has long been committed to supporting children's educational initiatives in communities nationwide, and we are excited to continue this dynamic educational program right here in our hometown of Milwaukee."

In addition to Kohl's Captivation Station, Summerfest and Kohl's are proud to announce that **Sunday, June 30 is Kohl's Family Day**, where from noon - 3 p.m., the first 2,500 patrons who donate three (3) non-perishable food items for kids will receive one (1) FREE Summerfest admission ticket. Suggested items include peanut butter, canned fruit, and macaroni and cheese. All food items benefit Hunger Task Force.

Schedules for Kohl's Captivation Station and information about Kohl's Family Day can be found at Henry Maier Festival Park during Summerfest and online at [Summerfest.com](http://Summerfest.com) beginning in June. Since 2000, Kohl's and the Kohl's Cares program have combined to give more than \$55 million to support charitable initiatives in the metro-Milwaukee area. For more information on Kohl's philanthropic efforts or to purchase Kohl's Cares cause merchandise, visit [www.Kohls.com/Cares](http://www.Kohls.com/Cares).

### *About Summerfest*

Summerfest 2013 will take place June 26 - 30 and July 2 - 7, from Noon until Midnight and will be closed Monday, July 1. Following its 1968 debut, Summerfest has evolved into what is now recognized as "The World's Largest Music Festival" and Milwaukee's cornerstone summer celebration, bringing the music industry's hottest stars, emerging talent and local favorites along with approximately 900,000 people from Milwaukee and around the world together each year for an unforgettable live music experience. During the festival, the spotlight shines on over 800 acts, over 1,000 performances, 11 stages, delectable food and beverages and interactive activities, all in a world-class festival setting. Patrons can also enjoy Miller Lite, the Official Beer of Summerfest. For more details, visit [Summerfest.com](http://Summerfest.com), [Facebook.com/summerfest](https://www.facebook.com/summerfest) or [Twitter: @Summerfest](https://twitter.com/Summerfest).

### *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 1,155 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$231 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), join the discussion on Facebook (<http://www.facebook.com/kohls>) or Twitter (<http://twitter.com/Kohls>) or get inspired on Pinterest (<http://pinterest.com/kohls/>) and Instagram (<http://instagram.com/kohls>).

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