



**A Milwaukee County Zoo &
Zoological Society Partnership**

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Kohl's Donates \$1.5 Million to Zoological Society of Milwaukee County

Kohl's Wild Theater program at the Milwaukee County Zoo teaches kids about nature and conservation

MENOMONEE FALLS, Wis., July 9, 2013 – [Kohl's Department Stores](#) (NYSE: KSS) announced a \$1.5 million donation over three years to the Zoological Society of Milwaukee County to continue the Kohl's Wild Theater program at the Milwaukee County Zoo - a live, interactive, participatory theater that uses drama, puppetry and songs to bring conservation messages to children and families. The funding will allow Kohl's Wild Theater to expand its show repertoire to include a total of 15 unique shows, add new puppets for stage and exhibit performances, and make improvements to the stage and theater area at the zoo, including a raised stage floor, shaded stage area and a theater green room for the cast. 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.

Recognized as one of the country's finest zoological attractions, the Milwaukee County Zoo serves more than 1.3 million people each year. Through an initial \$1 million donation from Kohl's Cares in 2010, the Kohl's Wild Theater program was created and has quickly grown to become the country's largest zoo theater program. Kohl's Wild Theater performances are free with admission to all zoo attendees. Performing teams also travel to schools and local community events at no charge.

"Kohl's is proud to continue our partnership with the Zoological Society of Milwaukee County to bring lessons about conservation, wildlife and natural animal habitats to life for Wisconsin kids," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "The Milwaukee County Zoo is a well-known family destination in our hometown community, and at Kohl's we share their commitment to enriching the lives of area children and families through educational programming like Kohl's Wild Theater."

The Kohl's Wild Theater program consists of two main components:

- **Kohl's Wild Theater:** Located in the children's area of the zoo, Kohl's Wild Theater hosts performances focused on conservation and the importance of caring for the animals and the environment. Zoo performances take place during the summer months.
- **Kohl's Wild Theater Performances in the Community:** The program features a year-round community outreach program, where Kohl's Wild Theater performers travel into the community to present 30- to 45-minute performances at various venues, including schools, libraries, community centers and major special events.

"Kohl's Wild Theater has become one of the best zoo theater programs in the country thanks to Kohl's tremendous support," said Dr. Bert Davis, president and chief executive officer of the Zoological Society of Milwaukee County. "We're thrilled to continue our partnership with Kohl's and provide quality programming designed to inspire children to care more about conservation and learn ways to help animals."

Since 2000, Kohl's Department Stores together with Kohl's Cares have combined to give more than \$58 million to support charitable initiatives in the metro-Milwaukee area, including \$2.5 million to the Zoological Society of Milwaukee County. To date, the Kohl's Cares cause merchandise program has raised more than \$231 million for children's initiatives nationwide. To learn more about having a Kohl's Wild Theater performance at your school or event, or for more information on the Kohl's Wild Theater program, visit WildTheater.org. To purchase Kohl's Cares® cause merchandise, visit any Kohl's store or shop online at 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 1,155 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 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>).

About Zoological Society of Milwaukee County

Established in 1910, the Zoological Society of Milwaukee County (ZSM) is a private non-profit organization whose mission is to conserve wildlife and endangered species, educate people about the importance of wildlife and the environment, and support the Milwaukee County Zoo. The ZSM has about 54,000 member households and gave \$6.6 million in support to the Zoo in 2011-12. For information, visit www.zoosociety.org.

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