



The World's Largest Music Festival®

June 29 - July 3 / July 5 - 10, 2016

KOHL'S®

For Immediate Release

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Celebrate Kohl's Family Day and Kohl's Captivation Station at Summerfest 2016

MILWAUKEE, WI (May 5, 2016) - For the sixth year, [Summerfest](#) is partnering with [Kohl's](#) (NYSE: KSS) to provide families with the opportunity for free admission to the festival during Kohl's Family Day and the dynamic educational activities at Kohl's Captivation Station during Summerfest 2016.

As part of Kohl's Family Day, on Sunday, July 3 from noon - 3 p.m., the first 2,500 patrons who donate three non-perishable food items for kids will receive one FREE Summerfest admission ticket valid for that day. The food donations will benefit [Hunger Task Force](#). Recommended food items include peanut butter, canned fruit and macaroni and cheese.

"We know families look forward to Kohl's Family Day at Summerfest because it provides them with free access to the music festival, while allowing them to give back to the community by assisting Hunger Task Force," said Jen Johnson, Kohl's vice president of corporate communications. "Kohl's Captivation Station will also be back for families to enjoy live performances and the interactive experiences from our Milwaukee partners."

The Kohl's Captivation Station, located on the south end of Henry Maier Festival Park, will be open from noon - 7 p.m. every day of Summerfest. Attendees will be able to participate in all of the programs, including:

- [Kohl's Color Wheels](#), an art-making experience presented by the Milwaukee Art Museum
- [Kohl's Design It! Mobile Lab](#), create unique hands-on projects highlighting design with Discovery World
- [Kohl's Wild Theater](#), conservation-themed theatrical performances from the Zoological Society of Milwaukee
- [Kohl's Building Blocks Program](#), a Penfield Children's Center program that promotes the health and positive development of children and celebrates their unique abilities
- [Kohl's Cares Grow Safe & Healthy Program](#), an educational display teaching children and families how to keep safe and healthy with help from Children's Hospital of Wisconsin

Throughout the festival, the Kohl's Captivation Station will also showcase entertaining performances from Mad Science, Comedy Sportz, Join In and Dance and more! Schedules for the Kohl's Captivation Station are available on [Summerfest.com](#) and through the Official Schedule.

About Summerfest

Summerfest 2016 will take place June 29 - July 3 and July 5 - July 10 from noon until midnight and will be closed Monday, July 4. 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 800,000 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, [Facebook.com/summerfest](https://www.facebook.com/summerfest) or Twitter: [@Summerfest](https://twitter.com/Summerfest).

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at Kohls.com and via mobile devices. Committed to its communities, Kohl's has raised nearly \$300 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 additional information about Kohl's philanthropic and environmental initiatives, visit <http://www.Kohls.com/Cares>. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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