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Kohl's Cares Brings Back a Big Red Favorite for the Back-to-School Season

Every purchase helps kids nationwide with 100 percent of net profit supporting children's health

MENOMONEE FALLS, Wis., July 7, 2016 – [Kohl's](#) (NYSE: KSS) announced the newest [Kohl's Cares®](#) collection featuring hardcover books and soft toys of the beloved children's classic, Clifford The Big Red Dog™, available now through September. The charming stories of the larger-than-life canine focus on kindness and send a positive message to young readers. Parents can also feel good about purchasing the pieces that are priced at only \$5 each with 100 percent of the net profit benefiting children's health initiatives nationwide.

"The Kohl's Cares collection allows our customers to make a difference in communities across the country, while inspiring a child's love of reading," said Jen Johnson, Kohl's vice president of corporate communications. "Parents will remember Clifford The Big Red Dog from their own childhood, and these books and toys provide families the opportunity to create new memories together."

The new Kohl's Cares collection has something for everyone to enjoy! Help young minds ease into the school year with Clifford Goes to Kindergarten and learn how Emily Elizabeth overcame her first day fears. Readers wanting to learn more about the United States do not have to travel far. The Scrambled States of America provides an entertaining lesson about all 50 states. Children love heading back to school with a bright new backpack in hand and the Clifford backpack featuring an illustration of the smiling pup is sure to brighten any school day. The collection is available on [Kohls.com](#) and at Kohl's stores nationwide.



Books and soft toys featured in the Kohl's Cares back-to-school collection include:

- *Clifford's ABC* book, *Clifford Takes a Trip* book and Clifford soft toy
- *Clifford Goes to Kindergarten* book and Emily Elizabeth soft toy
- *Clifford and the Missing Beach Ball* book, T-Bone soft toy and Cleo soft toy
- *The Scrambled States of America* book
- Clifford Backpack
- Crayola kit

To date, Kohl's has raised nearly \$300 million through the Kohl's Cares merchandise program. To reinforce the company's commitment to children's health, Kohl's has donated financial support to hospitals across the country. The

donations fund hospital outreach programs focused on children's health initiatives and address the specific issues needed most in each hospital's community. These tailored programs provide vital resources to families at no cost and include topics such as injury prevention, asthma awareness, dental care, and fitness.

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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