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Kohl's Thank You Thursday Continues at the Milwaukee Public Museum

MILWAUKEE (June 1, 2016) — The [Milwaukee Public Museum](#) (MPM) and [Kohl's](#) (NYSE: KSS) announced today that Kohl's Thank You Thursday, a partnership offering free general admission to the Museum on the first Thursday of every month, will continue into 2017. The new schedule kicks off on Thursday, June 2.

"Kohl's is excited to continue providing families with the opportunity to regularly visit the Milwaukee Public Museum with Kohl's Thank You Thursday," said Jen Johnson, Kohl's vice president of corporate communications. "We invite everyone to mark the monthly dates on the calendar and come explore the Museum's exhibits."

Launched in June 2015, Kohl's Thank You Thursday marked the first time ever free general admission was regularly offered to the public, regardless of where they live. In the past year, more than 35,000 people have visited MPM on Kohl's Thank You Thursday, an increase of 200% over Thursday attendance in 2014.

"Kohl's Thank You Thursday has averaged more than 2,900 visitors to MPM each day we've hosted it," said Dennis Kois, Milwaukee Public Museum President and CEO. "This program proves, once again, that this community values the Museum and will come when it's affordable for them to do so. We're incredibly grateful to Kohl's that they've given us the opportunity to open our doors to everyone, regardless of their economic situation, once a month."

Kohl's Thank You Thursday gives visitors access to more than 150,000-square-feet of fascinating exhibit space to explore, including the newly reimagined *Streets of Old Milwaukee*, beautiful free-flying butterflies inside the butterfly garden, exhibits highlighting world cultures and artifacts, an educational science show in the Dome Theater and the Planetarium, and interaction with educators and volunteers providing hands-on activities on the exhibit floors.

MPM offers extended hours on Kohl's Thank You Thursday from 9 a.m. to 8 p.m. for families to explore and learn together. Kohl's Thank You Thursday is free for individuals and families (excluding groups).

For additional information, please visit www.mpm.edu/ktyt.

Kohl's Thank You Thursday Schedule

June 2, 2016
July 7, 2016
August 4, 2016
September 1, 2016
October 6, 2016
November 3, 2016
December 1, 2016
January 5, 2017
February 7, 2017
March 2, 2017
April 7, 2017
May 4, 2017

About the Milwaukee Public Museum

The Milwaukee Public Museum is a natural and human history museum located in downtown Milwaukee, Wisconsin. The museum was chartered in 1882 and opened to the public in 1884. MPM has three floors of exhibits that encompass life-size dioramas, walk-through villages, world cultures, dinosaurs, a rain forest and a live butterfly garden, as well as the Daniel M. Soref National Geographic Dome Theater and Planetarium. The museum houses more than 4.5 million objects and hosts nearly half a million visitors each year. The MPM is operated by Milwaukee Public Museum, Inc., a private, non-profit company, and its facilities and collections are held in trust and supported by Milwaukee County for the benefit of the public.

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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