



FOR IMMEDIATE RELEASE

Contact:

Ale DesJean, Kohl's, 262.703.2985 or [Ale.DesJean@Kohls.com](mailto:Ale.DesJean@Kohls.com)

Paul Fladten, Discovery World, 414.274.4207 or [PFladten@DiscoveryWorld.org](mailto:PFladten@DiscoveryWorld.org)

## Kohl's Donates \$2 Million to Discovery World

*Funding supports Kohl's Design It! program which promotes creativity, design and innovation*

MENOMONEE FALLS, Wis., January 26, 2016 – [Kohl's](#) (NYSE: KSS) today announced a \$2 million donation to Discovery World, over three years, for continued support of [Kohl's Design It!](#), an educational program that encourages kids to use technology to turn imagination into reality. The donation comes from Kohl's philanthropic program, [Kohl's Cares](#)<sup>®</sup>, which sells special merchandise, including soft toys and books, and donates 100 percent of the net profit to benefit children's health and education initiatives nationwide.

"Kohl's is proud to partner with Discovery World to provide children and families with exceptional educational experiences through the Kohl's Design It! program," said Bevin Bailis, Kohl's senior vice president of communications and public relations. "By supporting Discovery World's renovation and program expansion, we hope to inspire others to dream, design and build and realize the vast career opportunities available in the fields of science and technology."

Discovery World has doubled the size of the Kohl's Design It! Lab by creating additional seating and extra room for projects. In addition, the renewed partnership supports staffing and materials needed to maintain quality programming. Also new, Discovery World will create a mobile experience that will allow visitors to make Kohl's Design It! projects on the weekends from satellite locations throughout the facility.

"Our partnership with Kohl's Cares is central to our mission because it encourages our community to tinker, design and innovate," said Discovery World President and CEO Joel Brennan. "With the help of Kohl's, we are sparking interest and creativity in children that will benefit our community for years to come, as these kids become future engineers, designers and makers. Kohl's is a true partner in making our community a more innovative and creative place, and we couldn't fulfill our educational mission without their support."

Since 2010, Kohl's Cares has committed \$6 million to launch and support the Kohl's Design It! Lab, which is free with admission to all Discovery World attendees and school groups. Since 2010, Kohl's has donated nearly \$63 million to support charitable initiatives in the metro-Milwaukee area.

For more information on Kohl's Cares, visit [Kohls.com/Cares](http://Kohls.com/Cares). For additional information on Discovery World, visit [www.discoveryworld.org](http://www.discoveryworld.org).

### **About Kohl's**

Kohl's (NYSE: KSS) is a leading specialty department store with 1,166 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](http://Kohls.com) and via mobile devices.

Committed to its communities, Kohl's has raised more than \$274 million for children's initiatives nationwide through its Kohl's Cares<sup>®</sup> 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 [www.Kohls.com/Cares](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](http://www.Kohls.com).

Connect with Kohl's:

Facebook (<http://www.facebook.com/Kohls>)

Twitter (<http://twitter.com/Kohls>)

Google+ (<http://plus.google.com/+Kohls>)

Pinterest (<http://pinterest.com/Kohls>)

Instagram (<http://instagram.com/Kohls>)

YouTube (<http://www.youtube.com/kohls>)

### **About Discovery World**

Located on the shores of Lake Michigan, Discovery World is Milwaukee's premier science and technology center that's fun for the whole family. The 120,000-square foot facility is home to interactive exhibits, fresh and saltwater tanks in the Reiman Aquarium, live theater shows, and a multitude of educational programs. Discovery World is also home to Wisconsin's Flagship, the Sailing Vessel (SV) *Denis Sullivan*. To find out more call (414) 765-9966 or visit [www.discoveryworld.org](http://www.discoveryworld.org).

###