



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

FOR IMMEDIATE RELEASE

Contact:

Robin Higgins, Zoological Society of Milwaukee, 414.258.2333 or robinh@zoosociety.org

Ale DesJean, Kohl's, 262.703.2985 or ale.desjean@kohls.com

Kohl's Donates \$1.4 Million to Zoological Society of Milwaukee

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

MENOMONEE FALLS, Wis., (August 30, 2016) – [Kohl's](#) (NYSE: KSS) announced a donation of \$1.4 million over three years to the [Zoological Society of Milwaukee](#) to continue the [Kohl's Wild Theater \(KWT\)](#) program at the [Milwaukee County Zoo](#). The award-winning, interactive theater program uses drama, puppetry and song to bring important conservation messages to children and families. The donation comes from Kohl's philanthropic program, [Kohl's Cares®](#), which sells children's books and soft toys and donates 100 percent of the net profit to benefit children's initiatives.

An initial \$1 million donation from Kohl's Cares in 2010 helped create the Kohl's Wild Theater program. Since then, it has quickly 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. Recognized as one of the country's finest zoological attractions, the Milwaukee County Zoo serves more than 1.3 million people each year.

"The Kohl's Wild Theater program is an engaging way to bring conservation lessons to life for thousands of Wisconsin children every year," said Jen Johnson, Kohl's vice president of corporate communications. "This fun, informative theater program will continue so more families can learn about conservation and gain insights into how they can contribute to the welfare of wildlife."

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 between Memorial Day and Labor Day. Shorter plays are also performed throughout the day at various animal exhibit areas in the Zoo.
- **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. The program is provided, free of charge, within a one-hour radius of the Milwaukee County Zoo.

"Kohl's Wild Theater is one of the best zoo theater programs in the country thanks to Kohl's tremendous support," said Caroline Krider, Zoological Society of Milwaukee chairman of the board. "We're thrilled and honored to continue our partnership with Kohl's to provide quality conservation education programming designed to inspire children to care more about the animals and the world we share."

Since 2010, Kohl's Department Stores together with Kohl's Cares have combined to give nearly \$70 million to support charitable initiatives in the metro-Milwaukee area, including more than \$4 million to the Zoological Society of Milwaukee. To date, the Kohl's Cares cause merchandise program has raised nearly \$300 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.

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.

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 Zoological Society of Milwaukee

Established in 1910, the Zoological Society of Milwaukee (Society) 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 Society has about 50,000 member households and gave \$8.6 million in support to the Zoo in 2014-15. For information, visit www.zoosociety.org.

###