



## Media Announcement

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# Kohl's Department Stores Offers \$5 Books from Best-Selling "If You Give..." Series to Benefit Children's Hospital of Richmond, VA

*Kohl's makes reading affordable and entertaining now through the holiday season*

Richmond, VA - October 16, 2009 – [Kohl's Department Stores](#) (NYSE: KSS) reminds shoppers that "if you give" a great gift, it can be affordable! Now through the end of December, Kohl's is offering the best-selling "If You Give..." series by Laura Numeroff and illustrated by Felicia Bond including "If You Take A Mouse To The Movies," "If You Give A Pig A Party," "If You Give A Cat A Cupcake," and "If You Give A Moose A Muffin." The books and exclusive plush toys are available for just \$5 each at more than 1,000 Kohl's stores nationwide and online at Kohls.com. Kohl's will donate 100 percent of the net profits to children's health and educational opportunities including Kohl's Dental Outreach Program at Children's Hospital of Richmond.

The "If You Give..." books and the plush toys are the newest offering from the Kohl's Cares for Kids® program. Through the Kohl's Cares for Kids® program, Kohl's gives 100 percent of the net profit from the sale of the books and plush toys to benefit children's health and education initiatives nationwide. Since the program's inception in 2000, Kohl's has turned \$5 merchandise into more than \$126 million to help make a positive difference in the lives of children.

Over the past 8 years, Kohl's Cares for Kids® has given more than \$596,350 to support the Improve Your Safety Sense Program. The Kohl's Improve Your Safety Sense program provides educational outreach to children in schools, parents in the community, pediatricians and care providers about multiple topics, including nutrition, dental health, sensory social development milestones, disability awareness and the importance of physical activity. Safety events in the community cover an even broader spectrum.

"We are very grateful for Kohl's support throughout the year. The sale of Kohl's Cares for Kids items helps insure that we can spread a message of health and safety to the community," said Stephanie Allan, Special Events Coordinator. "The Kohl's Cares for Kids items can make great gifts and are also an easy way for individuals to support Children's Hospital."

"If You Give a Mouse a Cookie," was published in 1985 and launched the "If You Give..." series, which have become children's favorites. The stories feature a comedic chain of events and use playful language along with engaging illustrations that make them an enjoyable read for both children and adults.

For music lovers, this season's Kohl's Cares for Kids program also features an exclusive "Christmas in the Country" CD for just \$5 featuring 12 favorite country artists including Carrie Underwood, Kenny Chesney, Alan Jackson, Brad Paisley, Brooks & Dunn, Martina McBride, Kellie Pickler, Sara Evans, Keith Anderson, Patty Loveless, Lonestar and Johnny Cash.

In addition to the merchandise program, Kohl's Cares for Kids® features the [Kohl's Kids Who Care®](#) Scholarship Program, which recognized more than 2,000 young volunteers in 2009 with a total of \$350,000 in scholarships and prizes; the A-Team Program, which encourages associate volunteerism and provided more than \$5.6 million in grants to youth-focused nonprofit organizations in 2008; and fundraising gift cards for schools and youth-serving organizations. For more information, visit [www.kohls.com](http://www.kohls.com). The next Kohl's Cares for Kids program hits stores nationwide and Kohls.com at the end of December.

**Children's Hospital of Richmond** is a resource and provider of specialized medical and therapeutic services customized to meet the specific needs of children and their families. The hospital began as a small clinic in 1917 and now serves thousands of children each year through the main hospital location and Therapy Centers in Fredericksburg, Glen Allen, Midlothian and Petersburg, Va. The Kohl's Dental Outreach Program is one of the hospital's many outreach programs.

### About Kohl's

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. Kohl's operates 1,059 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$126 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).