



NEWS RELEASE

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Kohl's Donates More Than \$50,000 to St. Luke's Children's Hospital

-- Funding will help improve child safety throughout southern Idaho --

Boise (Sept. 24) – St. Luke's Children's Hospital received a \$50,420 grant from Kohl's "Cares for Kids" program today.

The donation – presented at a press conference in Boise – provides the needed funding to continue the St. Luke's Children's Hospital and Kohl's "Healthy Habits for Life" program.

The program focuses on four key messages to keep children healthy including:

- Making sure parents set a good example by buckling up and that they always use a booster or car seat for children during every ride.
- Emphasizing the importance of hand washing because it is the best way to prevent germs from spreading.
- Focusing on good nutrition as a critical tool in the battle against childhood obesity.
- Stressing the importance of wearing a properly fitted helmet for all human power wheeled sports like bicycling and skateboarding.

"Children today face a multitude of risks, everything from often preventable injuries to this year's H1N1 flu virus," said Dr. Jerry Hirschfeld, administrator of St. Luke's Children's Hospital. "The generous support from Kohl's goes a long way toward providing the resources and education required to ensure the health and well-being of our children."

This is the second year the Wisconsin-based department store has donated to St. Luke's. Last year, the company donated nearly \$36,000 to launch the first year of the program.

Last year's donation helped fund several educational events and the purchase of an inflatable replica of the human colon. The interactive display is used to help children understand the human digestive system and why it's important to eat healthy foods.

The second year of the program will continue its focus on healthy messages for parents and children. Given the recent tragic bicycle accidents in our community this past summer, there will be a continued focus on bicycle safety including providing free or reduced cost helmets to children.

According to the organization Safe Kids USA, more than 135 children die from bicycle-related injuries each year, and more than 267,000 are treated in emergency rooms. Of these, nearly half (40 percent) have traumatic brain injuries. Properly fitted bike helmets could reduce the risk of bike-related brain injuries by 88 percent. But only 15 to 25 percent of cyclists ages 14 and under usually wear a helmet.

The expected increase in HINI flu virus, or swine flu, cases this fall is putting a greater focus on the need for proper hygiene and the importance of hand-washing. According to the Centers for Disease Control, the HINI flu so far has infected more people under the age of 25 than any other age group. Frequent hand washing and the use of hand sanitizers is one of the top recommendations to help avoid contracting the flu.

Kohl's commitment to St. Luke's Children's Hospital is made possible through the Kohl's Cares for Kids program, which raises funds for children's health and educational opportunities through the sale of \$5 books and plush toys. Net profits from the sales go to support children's health and educational opportunities in the communities Kohl's serves. Other components of Kohl's Cares for Kids include Kohl's A-Team associate volunteer program; the Kohl's Kids Who Care Scholarship Program, recognizing stand-out kids for volunteer efforts in their communities; and fundraising gift cards for local schools and non-profit organizations.

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About St. Luke's Children's Hospital

St. Luke's Children's Hospital, the only children's hospital in Idaho, treats more than 50,000 children every year, including 28,000 who visit its Pediatric Emergency Department. St. Luke's Children's Hospital provides expert care to critically and chronically ill infants and children. These patients are routinely referred to St. Luke's Children's Hospital from a multistate region for a variety of services including heart surgery, cancer treatment, orthopedics, neurological disorders, newborn intensive care, and rare infectious diseases. For more information visit www.stlukesonline.com.

About Kohl's Department Stores

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 1,022 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.

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