



NEWS RELEASE

Kohl's Donates \$5 Million to Alliance for a Healthier Generation to Improve Family Health & Wellness Nationwide

4/9/2024

Partnership will continue to provide well-being resources for families and encourage engagement between schools and their communities

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- **Kohl's** (NYSE: KSS) announced today a \$5 million commitment over three years to the **Alliance for a Healthier Generation** (Healthier Generation), renewing the company's support of its national nonprofit partner and further funding the **Kohl's Healthy at Home** initiative. Launched in 2019, the program emphasizes health equity and works in partnership with schools and community partners to provide physical and mental well-being resources designed to help families across the country live healthier lives.

"Creating healthier communities and supporting family wellness are cornerstones of Kohl's philanthropic work, and we are proud to continue our work alongside Alliance for a Healthier Generation to make this a reality," said Christie Raymond, Kohl's chief marketing officer. "Through our partnership, we are bridging the gap between educators and families by providing essential educational tips and resources for youth to establish healthy lifestyles from a young age. Together, we can ensure that future generations have the skills and knowledge necessary to maintain their physical and mental health while living happy lives."

The partnership is centered around Kohl's Healthy at Home, which provides a collection of tools in English and Spanish tailored to families on topics such as eating healthy, staying active, mental well-being, social-emotional health, identifying stressful feelings, and more. New this year, Healthier Generation will launch the Healthy at Home Playbook for Schools, which provides schools with the necessary resources to be named one of America's Healthiest Schools. The designation is awarded to schools that prioritize improving the well-being of students and their communities across a variety of categories. Currently, nearly 3,000 schools have been honored with the America's Healthiest Schools recognition. Schools across the country can still apply for this year's America's Healthiest Schools awards. Applications are available at healthiergeneration.org until April 16.

"We are honored to continue our collaboration with Kohl's and further our mission of supporting families in staying active, healthy, and resilient in mind and body," said Kathy Higgins, chief executive officer at Healthier Generation. "Ongoing support from Kohl's underscores our shared commitment to enhancing community well-being and ensuring that families and schools remain in partnership on the path to living healthier, happier lives."

Since the partnership began, Kohl's has provided more than \$12 million in funding to Healthier Generation. Over the past five years, this funding has allowed Kohl's and Healthier Generation to:

- Expand and scale Kohl's Healthy at Home program to provide a multimedia hub of proven tips, activities, and resources for parents and caregivers in English and Spanish to help youth learn how to manage their physical and mental well-being
- Provide resources to help students improve their mental health by recognizing and managing stress, social pressures and emotions
- Premiere the "Healthy at Home" cooking series produced by Healthier Generation in partnership with Los Angeles Unified School District on

PBS affiliate KLCS-TV

- Create Kohl's Healthy at Home text message service to send free health tips and tools weekly to caregivers of school-age children
- Engage over 30,000 schools, districts, and community organizations with health and wellness resources for educators and families through the Kohl's Healthy at Home initiative

Kohl's national nonprofit partners – Alliance for a Healthier Generation, Boys & Girls Clubs of America, and National Alliance on Mental Illness – are funded through Kohl's Cares Goods for Good merchandise, along with Kohl's Giving Programs and partnerships with select nonprofits. The merchandise program has raised nearly \$430 million since its inception more than 20 years ago; 100% of the net profit from the sale of Kohl's Cares books and plush toys has been given to nonprofits that support the health and wellness of families nationwide. To learn more, please visit **Corporate.Kohls.com**.

Cautionary Statement Regarding Forward-Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "believes," "anticipates," "plans," "may," "intends," "will," "should," "expects" and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on management's then current views and assumptions and, as a result, are subject to certain risks and uncertainties, which could cause the Company's actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company's Annual Report on Form 10-K, which are expressly incorporated herein by reference, and other factors as may periodically be described in the Company's filings with the SEC. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer. With more than 1,100 stores in 49 states and the online convenience of Kohls.com and the Kohl's App, Kohl's offers amazing national and private brands at incredible savings for families nationwide. Kohl's is committed to progress in its diversity, equity and inclusion strategy, and the company's environmental, social and corporate governance (ESG) stewardship. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl's impact in the community or how to join our winning team, visit **Corporate.Kohls.com**.

About Alliance for a Healthier Generation

Healthier Generation is a leading children's health organization that advances equitable whole child health. Driven by our passion to ensure that every mind, every body, and every young person is healthy and ready to succeed, our work has reached over 31 million young people and 54,000 schools across the country. To learn more and help make a difference, visit **HealthierGeneration.org** and join us on **Facebook**, **Twitter**, and **Instagram**.

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Source: Kohl's