



In partnership with the SIU School of Medicine

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ST. JOHN'S RECEIVES \$106,188 GRANT FOR THIRD YEAR OF KOHL'S "KIDS 'n CONTROL"

Springfield, IL – A parade of students from McClernand Elementary School to St. John's Children's Hospital kicked-off a check presentation ceremony from Kohl's Department Stores to St. John's on Tuesday, October 25. The \$106,188 grant will fund a third year of the Kohl's Kids N Control program, which a public awareness campaign sponsored by St. John's Children's Hospital, genH and Kohl's Department Stores. To date, Kohl's has gifted more than \$962,994 to St. John's Children's Hospital.

The campaign provides nutrition and physical activity resources to children, families and teachers. The goal is to help kids take control of their health through learning healthy eating habits and getting the recommended 60 minutes of daily physical activity. The *Kohl's Kids 'n Control* campaign uses media sources such as radio, internet, billboards and print ads, as well as school-based community educational events to provide elementary age school children and their families and teachers with the resources they need regarding their nutrition and physical activity.

"Kids have a lot of say in the types of food their families buy and the activities they do together. *Kohl's Kids 'n Control* is about encouraging kids to speak up at the grocery store, around the dinner table, in the classroom and during leisure time and have meaningful conversations with adults about the lifestyle choices they make," said Dr. Mark Puczynski, Medical Director, St. John's Children's Hospital.

The *Kohl's Kids 'n Control* public awareness campaign targets school-aged children ages Pre-K through 8th. An interactive web site, www.kidsncontrol.org, provides useful tips on nutrition and health, and allows kids to convert the amount of time they spend exercising into miles depending on the activity.

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Students participating in *Kohl's Kids 'n Control* activities, including special school health fairs, receive items such as jump ropes, pedometers, water bottles, and hacky sacks. Parents will receive booklets and other educational brochures to reinforce information and skills learned through the Continuing Parent Education sessions.

“Kohl’s has been tremendously generous in supporting St. John’s Children’s Hospital, providing us with \$962,994 in grants since 2001. We are extremely grateful to Kohl’s for helping us not only improve how we care for sick and injured children, but also assisting in creating new programs designed to keep kids health,” said Dwight Heaney, director of Philanthropic Development, St. John’s Hospital.

The *Kohl's Kids 'n Control* Campaign will also use the Kohl’s Hands on Healthy interactive kiosks and Kohl’s Color me Healthy from previous Kohl’s grants.

Kohl’s commitment to St. John’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.

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. With a commitment to environmental leadership, Kohl’s operates 1,097 stores in 49 states. In support of the communities it serves, Kohl’s has raised more than \$180 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 a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

genH

genH (Generation Healthy) is a non-profit, grassroots Coalition comprised of health professionals, educators, fitness experts, parents and concerned citizens dedicated to improving the health of every child. genH’s philosophy is that healthy bodies translate into healthy minds, healthy behavior, and a healthy future for our children and our nation.

St. John’s Children’s Hospital

St. John's Children’s Hospital combines the faculty resources of SIU School of Medicine with the pediatric facilities and services of St. John’s Hospital. It houses the Birth Center, Pediatric Inpatient Unit with a Pediatric ICU, Neonatal Intensive Care Unit and Pediatric Rehabilitation services. It is a member of the National Association for Children’s Hospitals and Related Institutions (NACHRI).

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