



For Immediate Release
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HEALTH EDUCATION CAMPAIGN PUTS “KIDS ‘N CONTROL”

SPRINGFIELD – St. John’s Children’s Hospital, Kohl’s Department Stores and genH are teaming up to launch a public awareness campaign designed to empower children to make healthier lifestyle choices. The new *Kohl’s Kids ‘N Control* campaign will utilize 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 is being funded through an \$86,975 grant from Kohl’s and will target school-aged children ages Pre-K through 8th. An interactive web site, www.kidsncontrol.org, will provide useful tips on nutrition and health, and allow kids to convert the amount of time they spend exercising into miles depending on the activity. The miles they accumulate will then be displayed on an interactive map as part of a virtual “genH Route 66 Race” from Springfield, IL to Hollywood, CA. The “genH Route 66 Race” will start January 3rd and end May 14. Recognition will be given to the boy, girl and classroom that travels the farthest. New races will begin with each school semester.

Students participating in *Kohl’s Kids ‘N Control* activities, including special school health fairs, will 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 \$856,806 in grants since 2001. We are extremely grateful to Kohl’s for

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helping us not only improve how we care for sick and injured children, but also assisting in creating new programs designed to keep kids healthy,” 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 funded from last year’s grant, as well as the Kohl’s Color me Healthy from two years ago.

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.

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 1,059 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(R) philanthropic program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores.

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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