



FOR IMMEDIATE RELEASE

**Contact:**

Ken Dey  
St. Luke's Health System  
(208) 381-2894

## **Kohl's to Donate More than \$55,000 to St. Luke's Children's Hospital**

*Third year of Funding Will Help Promote Helmet Safety to Treasure Valley Children*

**BOISE** — Providing Treasure Valley Children with free helmets and teaching them about the importance of wearing helmets while biking, skateboarding and other high risk activities is the focus of a new effort funded by a \$55,780 grant from the Kohl's department store Kohl's Cares grant program.

Kohl's representatives will present Dr. Greg Janos, medical director of St. Luke's Children's Hospital with the grant at 11 a.m., Aug. 14 at the Kohl's Nampa store. The donation will take place during a helmet safety event from 10 a.m. to 1 p.m., sponsored by St. Luke's Children's Hospital, Safe Kids Treasure Valley and Kohl's.

Wearing a helmet reduces the risk of serious head and brain injury by 85 percent, yet according to the latest statistics only about half of all bike riders nationwide wear helmets, and helmet usage for other activities like skateboarding is even worse.

Idaho does not have a mandatory helmet law, and helmet use in the state reflects that. Latest statistics put use at below 25 percent, yet the number of bicycle crashes involving automobiles increased nearly 25 percent from 2004 to 2008, according to data from the Idaho Transportation Department. In 2008, 344 bicyclists were involved in crashes that caused two deaths.

"Head injuries are a traumatic event for both the child and their family," said Dr. Greg Janos, medical director of St. Luke's Children's Hospital. "The support of Kohl's will go a long way toward assuring that more children in the Treasure Valley have access to helmets and the education to understand why wearing a helmet is so important."

Since 2007, Kohl's has donated more than \$141,000 to St. Luke's Children's Hospital. Other St. Luke's Children's Hospital initiatives supported through Kohl's Cares® include raising awareness about using seat belts and proper car seats to helping purchase a giant colon display to educate children about the importance of good nutrition.

Kohl's commitment to St. Luke's Children's Hospital is made possible through the Kohl's Cares cause merchandise program. Through this initiative, Kohl's sells \$5 books and plush toys where 100 percent of net profit benefits children's health and education programs nationwide, including hospital partnerships like this one. Kohl's has raised more than \$150 million dollars through this merchandise program. In addition, Kohl's Cares features a scholarship program, which recognizes more than 2,100 young volunteers with a total of \$410,000 in scholarships and prizes this year; the Associates in Action program, which encourages associate volunteerism and provided more than \$10 million in grants to youth-focused nonprofit organizations last year alone; and fundraising gift cards for schools and youth-serving organizations. For more information, visit [www.kohlscorporation.com](http://www.kohlscorporation.com).



### **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.org](http://www.stlukesonline.org).

### **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. By the end of September, Kohl's will operate 1,089 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 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](http://www.kohls.com).