



NEWS RELEASE

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Kohl's Donates More Than \$35,000 to St. Luke's Children's Hospital

Money will help fund new childhood health and safety program

Boise – Improving the health and safety of Idaho children is the goal of a new program launched by St. Luke's Children's Hospital Friday.

The St. Luke's Children's Hospital and Kohl's "Inside Out and Outside In: Keeping Your Body Healthy" program was made possible through a \$35,754 donation from Kohl's – a Wisconsin-based department store company with two locations in the Treasure Valley.

"Children today face two major health risks – unintentional injury and obesity," said Dr. Jerry Hirschfeld, administrator of St. Luke's Children's Hospital. "Education is the key to helping alleviate these risks. The generous donation from Kohl's will go a long way toward helping us reach children and their parents."

Hirschfeld said the new program will incorporate four key messages to keep children healthy including wearing helmets when riding a bike, scooter or skateboard; washing hands to eliminate germs; staying physically active to keep your heart healthy and eating healthy foods to protect your digestive system.

A centerpiece of the program will be a large model colon. The interactive, portable exhibit will allow children to understand the human digestive system and why it's important to have a healthy diet.

The program hopes to combat the increasing numbers of health difficulties facing children because of poor eating and exercise habits and not taking proper safety precautions.

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The National Center for Chronic Disease Prevention and Health Promotion said the number of obese children between 6 to 11 went from 6.5 percent in 1980 to 17 percent in 2006. The obesity rate for adolescents more than tripled in that time period from 5 percent to 17.6 percent.

Obese children are at more risk for health problems like heart disease and diabetes, and often face bone and joint problems.

Keeping children safe is also a key goal of the program. According to the latest statistics, unintentional injury is the leading cause of death in 1 to 14-year-olds.

Based in Menomonee Falls, Wis., Kohl's is a family-focused, value-oriented specialty department store. Kohl's operates 957 stores in 47 states. Kohl's supports children's health and education programs throughout the United States with the Kohl's Cares for Kids program. Funding for the program comes from the sales of special merchandise at Kohl's stores. Through 2007, Kohl's has raised more than \$102 million for children's health and education programs.

St. Luke's Children's Hospital is Idaho's only children's hospital. Each year the Hospital treats more than 50,000 children. The Hospital has Idaho's largest and most experienced Level III Newborn Intensive Care Unit and the state's only Pediatric Intensive Care Unit.

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-On the Web:

Kohl's Cares for Kids program

<http://www.kohlscorporation.com/CommunityRelations/Community01.htm>

St. Luke's Children's Hospital

http://www.stlukesonline.org/boise/specialties_and_services/childrens_hospital/index.php