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TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
at El Paso

REVISED PRESS RELEASE

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Local Video Project Receives Support From Kohl's
Over $48,000 donated to help award-winning video reach parents and daycares.

> **What:** Pepin Video Series Viewing With Patients & Kohl's Check Presentation
>
> **Where:** Texas Tech Physicians of El Paso
> Department of Pediatrics
> 4801 Alberta Ave.
>
> **When:** **Friday, March 30, 2007**
> 10:30 – 11:30 a.m.

[El Paso, Texas] — The Texas Tech University Health Sciences Department of Pediatrics award-winning Pepin animation series will continue educating parents and child care providers about children's health, developmental milestones and safety thanks to a donation of over $48,000 by the Kohl's Cares for Kids program.

"We looked at problems parents and children face in society," said Gilbert Handal, M.D., pediatric chairman at Texas Tech University Health Sciences Center at El Paso. "Then we discussed how we could help parents better address problems such as childhood obesity, violence, immunizations and dental health. As a result, Pepin was born."

Through animation, parents and children see Pepin grow up right before their eyes, meeting certain developmental milestones along the way. "It's been scientifically documented that parents and children have a better understanding after viewing the tapes," said Handal. "Pepin is a model child for children and parent education."

"Thanks to our partnership with Kohl's and its Kohl's Cares for Kids program, we are able to continue producing and distributing this valuable tool – in both English and Spanish – reaching parents and child care providers throughout the area," said Handal.

The bilingual educational film series has won over a dozen awards from around the globe over the past 15 years.

"Kohl's introduced the Kohl's Cares for Kids® program to promote children's health and educational opportunities, and is committed to playing an active role in the communities we serve," said Julie Gardner, senior vice president and chief brand officer of Kohl's Department Stores. "We're proud of the partnerships we've created with children's hospitals across the country, and are excited to join Texas Tech Physicians in this endeavor."

Other Texas Tech Physicians of El Paso efforts supported through the Kohl's sponsorship include the Reach Out & Read program. Kohl's has supported Texas Tech Physicians of El Paso programs since 2001.

Kohl's commitment to Texas Tech Physicians of El Paso 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 special gift items. Net profits from the sales go to support children's health and educational opportunities in the market areas served by Kohl's. Kohl's community outreach also includes Kohl's Kids Who Care®, an annual youth volunteer recognition program, fundraising gift cards for local schools and non-profit youth groups, as well as an associate program to encourage volunteerism.

Based in Menomonee Falls, Wis., Kohl's 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 April, Kohl's will operate 834 stores in 46 states. For a full list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

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Directory: C:\Documents and Settings\moncastr\Desktop
Template: C:\Documents and Settings\moncastr\Application
    Data\Microsoft\Templates\Normal.dot
Title: RELEASE TEMPLATE
Subject:
Author: Natalie Pedersen
Keywords:
Comments:
Creation Date: 03/23/2007 10:05:00 AM
Change Number: 4
Last Saved On: 03/23/2007 3:04:00 PM
Last Saved By: News and Publications
Total Editing Time: 3 Minutes
Last Printed On: 04/13/2007 2:33:00 PM
As of Last Complete Printing
    Number of Pages: 2
    Number of Words: 542 (approx.)
    Number of Characters: 3,094 (approx.)