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# News Release

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FOR IMMEDIATE RELEASE  
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## Prevent Child Abuse-New Jersey and Kohl's to launch *Kohl's Kids Days* in New Jersey

**NEW BRUNSWICK, NJ, May 9, 2007** – As spring changes into summer, school begins to wind down, and parents everywhere begin to look for activities they can engage in with their children, Prevent Child Abuse-New Jersey (PCA-NJ) and Kohl's are preparing to launch *Kohl's Kids Days* events at various locations throughout the state, during the month of May. *Kohl's Kids Days* will be in-store events involving a variety of fun activities including face painting, games and story time.

The following stores will be hosting Kohls Kids Days:

Seaucus, NJ—Friday, May 18 from 3-7PM  
Hillsborough, NJ—Saturday, May 19 from  
Howell, NJ—Saturday, May 19 from 11AM-2PM  
Turnersville, NJ—Saturday, May 19

"If we are going to live in a society that values early childhood development and child well-being it will require the involvement, generosity and commitment of like-minded businesses and individuals," said PCA America President and CEO Jim Hmurovich. "We deeply value Kohl's commitment to our nation's children."

"As part of a national network, we get to bring great resources to New Jersey families; this partnership with Kohl's is a win-win for us and families throughout our state", said Janet Rosenzweig, Executive Director of PCA-NJ.

PCA-NJ and Kohl's believe that families can use a little support when it comes to encouraging positive parent-child interaction. We also know there are long-term social and economic impacts when we do not prevent child abuse and neglect before it occurs. *Kohl's Kids Days* provide a wonderful opportunity to address both these issues, while simultaneously providing a fun experience for children and their families.

### **ABOUT PREVENT CHILD ABUSE-NEW JERSEY**

Prevent Child Abuse - New Jersey is a statewide, non-profit organization founded in 1979. We are the New Jersey affiliate of Prevent Child Abuse America, a national coordinating body for chapters in 42 states. The mission of Prevent Child Abuse-New Jersey is to lead statewide efforts to eliminate child abuse, in all its forms, for all of New Jersey's children. By establishing local partnerships Prevent Child Abuse-New Jersey builds communities, strengthens families and empowers parents through parenting programs, education and training, advocacy and public awareness activities.

### **Kohl's Department Stores**

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. Kohl's operates 834 stores in 46 states. For a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

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