

**Kmart® and St. Jude Children's Research Hospital® Launch 'Care to Dream' to Give All Patients' Dreams a Fighting Chance**  
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**Movement aims to build a community of Kmart members and associates, as well as St. Jude supporters, empowering and inspiring them--and others--to help make St. Jude patient dreams become a reality**

HOFFMAN ESTATES, Ill., Sept. 26, 2018 /PRNewswire/ -- Honoring its distinction as one of St. Jude Children's Research Hospital's longest-standing corporate partners and commitment to bettering the lives of all St. Jude patients, [Kmart](#) announced today a movement created in collaboration with [St. Jude](#) called [Care to Dream](#). The program aims to unite people in giving St. Jude patients—of all backgrounds—a chance at having their hopes and dreams become a reality by way of acts of kindness, generosity and storytelling. Through patient engagements, dedicated events and compelling content, Kmart and St. Jude seek to establish and grow a community of people who share the same purpose with Care to Dream.

"Through Care to Dream, Kmart and St. Jude will help bring to life the dreams of all St. Jude patients, regardless of their age, race, religion or parents' income," said Leena Munjal, chief digital officer for Sears Holdings Corporation. "All children have dreams. And no matter their challenge, all children should have the opportunity for their dreams to come true. By expanding our partnership with St. Jude, our goal is to create opportunities for even more members, associates, local community members and groups to become involved and empowered to make an impact in these children's lives."

Throughout the year, Care to Dream will launch multiple campaigns that include in-store activations, digital and social support and more, leveraging children's passions in fun and engaging ways to help St. Jude patients' dreams come to life. The movement kicks off with a holiday campaign, Draw to Dream, which celebrates artistic expression. St. Jude patients, specifically, rely on art to share their feelings and visualize their dreams. Through Draw to Dream, Kmart and St. Jude will use patients' works of art to bring their dreams to life. St. Jude patients will create personalized wrapping paper. Kmart will donate\* \$2 from each roll of wrapping paper sold in store and online at [Kmart.com](#) to St. Jude Children's Research Hospital.

Kmart members can support Care to Dream and Draw to Dream by:

- Checking out the Care to Dream [video](#) and sharing it in social media
- Helping make a St. Jude patient's dream come true and sharing the story on social media and by word-of-mouth
- Creating opportunities for others to become involved and empowered
- Making a donation to St. Jude in store at any Kmart and online via a link at [www.kmart.com/stjude](#), with 100 percent of funds raised directly benefitting St. Jude Children's Research Hospital
- Purchasing gifts that give back this holiday season. Kmart will offer several items, including customized gift wrap designed by St. Jude patients and the collectible St. Jude holiday bear ornament, for purchase in store or online, with \$1.00 from each sale donated to St. Jude Children's Research Hospital

"We're excited to help Kmart launch Care to Dream—creating unique ways Kmart members can support the children and families of St. Jude," said Richard Shadyac Jr., President and CEO of ALSAC, the fundraising and awareness organization for St. Jude Children's Research Hospital. "Kmart has been one of our most committed partners in helping St. Jude lead the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. This campaign enables them to extend that support, providing hope in new ways to St. Jude patients."

This year, Kmart celebrates 13 years supporting St. Jude to help raise awareness and funds to treat and defeat childhood cancer and other life-threatening diseases. Having raised more than \$112 million since 2006 as an all-time corporate fundraising partner, Kmart contributions have helped cover the cost of treatments, medical equipment, patient travel, housing and food. To find out more about the Kmart and St. Jude partnership, visit [www.kmart.com/stjude](#). To learn more about St. Jude or to make a donation, visit [www.stjude.org](#) or call 1-800-4STJUDE.

To find your local Kmart, visit [kmart.com/stores](#).

*\*\$2 from the sale of this item will benefit St. Jude Children's Research Hospital® from 11/1/2018 – 12/31/2018 with a collective guaranteed minimum donation of \$10,000.*

#### **About Kmart**

Kmart, a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a mass merchandising company and part of Shop Your Way, a social shopping experience where members have the ability to earn points and receive benefits across a wide variety of physical and digital formats through [shopyourway.com](http://shopyourway.com). Kmart offers customers quality products through a portfolio of exclusive brands that include Jaclyn Smith, Joe Boxer, Route 66 and Smart Sense. For more information visit the company's website at [www.kmart.com](http://www.kmart.com) | Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com) | Facebook: [www.facebook.com/kmart](http://www.facebook.com/kmart).

#### **About St. Jude Children's Research Hospital:**

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since the hospital opened more than 50 years ago. St. Jude won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting [stjude.org](http://stjude.org), liking St. Jude on [Facebook](https://www.facebook.com/stjude), following St. Jude on [Twitter](https://twitter.com/stjude) and [Instagram](https://www.instagram.com/stjude) and subscribing to its [YouTube](https://www.youtube.com/stjude) channel.

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