



FOR THE WAY IT'S MADE.®

Press Contacts:

Kim Roman
Digitas
212.350.7822
kim.roman@digitas.com

Katie Lee Pollack
Digitas
212.350.7949
katharinelee.pollack@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_l_robinson@kitchenaid.com

FOR IMMEDIATE RELEASE:

KITCHENAID OFFERS MANY WAYS TO COOK FOR THE CURE®

More than \$8 Million Raised for Fight Against Breast Cancer

CHICAGO (March 10, 2012) – With the help of home cooks, celebrity chefs and other supporters throughout the country, Cook for the Cure®, a partnership between KitchenAid and Susan G. Komen for the Cure®, has raised more than \$8 million for the fight against breast cancer since 2001. A major factor in this success, says KitchenAid, is the variety of ways that cooks can get involved.

“While pink products are a key part of Cook for the Cure, we’re committed to providing a number of ways to support the program,” said Beth Robinson, senior manager of brand experience for KitchenAid. “All of them revolve around cooking and enjoying food with family and friends.”

New Jacques Pépin Designed Platter for “Pass the Plate”

One way to participate is by presenting a friend or family member with a homemade culinary creation on a serving plate that can be “re-gifted” to further support the cause. The **Pass the Plate** component of Cook for the Cure generates a \$5 donation every time an individually numbered Villeroy & Boch serving plate is passed on and registered at CookfortheCure.com/passtheplate. Using the unique registration code, participants can track the status and travels of their platter by visiting <http://CookfortheCure.com> and clicking on the “Pass the Plate” tab on the right. The plate, featuring artwork by PBS cooking show host Jacques Pépin, carries a suggested retail price of \$24.95 and is available at ShopKitchenAid.com and Villeroy & Boch stores.

1,000 Cooks for the Cure: Parties with a Purpose

As part of the program's year-round "do-it-yourself" fundraising initiative, cooks also are invited to participate in **1,000 Cooks for the Cure**, taking place Friday, July 20 through Sunday, July 29 in homes and offices across the country. The idea is for participants to host any kind of event, from a Friday office or dessert party to a weekend barbecue or potluck dinner, to raise funds for the cause.

"Instead of flowers or other gifts, hosts encourage their friends and family to bring their checkbooks and make a donation," notes Robinson. "It's a simple way to raise funds while enjoying good food and good company."

Those interested in hosting a party are encouraged to visit CookfortheCure.co to register and obtain a unique host identification number. Registered hosts will be given access to an information kit that includes party ideas, recipes and donation gathering information. To help hosts connect with guests and others planning parties, KitchenAid will feature 1,000 Cooks for the Cure as an event on its [Facebook Page](#) and provide updates via [Twitter](#) in the days leading up to the event.

As a thank you for participating, those who register to host a party at <http://CookfortheCure.com> and raise a minimum of \$50 will be sent a complimentary Pass the Plate serving platter upon receipt of the host's minimum contribution to Komen for the Cure.

Raspberry Ice Added to Pink Product Collection

In addition to its highly popular collection of products offered in soft pink, KitchenAid now offers its **5-quart Artisan® Series Stand Mixer** and **5-Speed Artisan® Series Blender** in Raspberry Ice. This eye-catching, darker shade of pink joins a wide selection of pink kitchen essentials and gadgets celebrating the cause, from pink silicone spatulas and mixing bowls to pink blenders and food processors.

In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Susan G. Komen for the Cure® in 2012. In recent years the program has earned two Gold Halo awards from the Cause Marketing Forum, been favorably covered by NBC Nightly News and other major media, and garnered the support of dozens of celebrity chefs, including Mario Batali, Paula Deen, Guy Fieri, Bobby Flay, Emeril Lagasse, Jacques Pépin, and many others.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure[®], a partnership with Susan G. Komen for the Cure[®] has raised over \$8 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com.

Susan G. Komen for the Cure[®]'s promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. For more information, please contact Susan G. Komen for the Cure[®] at 5005 LBJ Freeway, Suite 250, Dallas, Texas 75244 or visit www.komen.org.

Cook for the Cure[®] is a registered trademark of Susan G. Komen for the Cure.

* Based on a 2010 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

###

NOTE TO PRESS: To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at <http://www.kitchenaid.com/flash.cmd?#/inside-kitchenaid-press-room/>