

# KitchenAid®

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FOR IMMEDIATE RELEASE:

## **KITCHENAID ENLISTS HOME COOKS AND CHEFS TO COOK FOR THE CURE®**

### **More than \$9 Million Raised for Fight Against Breast Cancer**

**CHICAGO** (March 2, 2013) – More than a decade after introducing its first pink product to help raise funds and awareness for the fight against breast cancer, KitchenAid is celebrating a major milestone: more than \$9 million raised to date through its Cook for the Cure® program benefitting Susan G. Komen for the Cure.

According to Beth Robinson, senior brand experience manager for KitchenAid, a major factor in the program’s success has been efforts to continuously give home cooks and culinary professionals more ways to support the cause.

“From pink products and celebrity chef auctions to home-based fundraising events, we’ve been very fortunate to have so many home cooks and culinary professionals embrace this program in so many ways,” said Robinson. “While each initiative is unique, all of them revolve around two things our consumers love to do, cook and enjoy food with family and friends.”

### **Cranberry Added to Pink Product Collection**

In addition to its highly popular collection of products offered in soft pink and Raspberry Ice, KitchenAid is now offering a new suite of countertop appliances in a new shade, Cranberry. The suite of appliances includes a 5-qt. Artisan® Series Stand Mixer model (\$429.99), a 3.5-cup food chopper (\$49.99), 2-speed hand blender (\$49.99), 5-speed hand mixer (\$49.99) and blade coffee grinder (\$49.99). This eye-catching, bright shade of pink joins a wide selection of pink kitchen essentials and gadgets that celebrate the cause, from pink silicone spatulas and mixing bowls to pink blenders and food choppers.

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### **“Pass the Plate” Program Keeps on Giving**

Aside from bringing a touch of pink into the kitchen, another way to participate in Cook for the Cure is to present 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](http://CookfortheCure.com/passtheplate). Using the unique registration code, participants can track the status and travels of their platter by visiting [CookfortheCure.com](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 Villeroy & Boch stores or by calling the KitchenAid Experience Store at 1-888-886-8318.

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

As part of the program’s year-round “do-it-yourself” fundraising initiative, cooks will once again be invited to participate in **1,000 Cooks for the Cure**, taking place in July 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 will be encouraged to visit [CookfortheCure.com](http://CookfortheCure.com) 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.

In 2013, KitchenAid will donate \$450,000 or more to Susan G. Komen® through the Cook for the Cure® program to support the fight against breast cancer. Product sales will not affect this donation. 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. Largely through a series of celebrity chef auctions for autographed KitchenAid products, the program has garnered the support of dozens of celebrity chefs, including Mario Batali, Paula Deen, Guy Fieri, Bobby Flay, Emeril Lagasse, Jacques Pépin, Martha Stewart and many others.

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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. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [KitchenAid.com](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://Twitter.com/KitchenAidUSA).

\* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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