

KitchenAid®

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FOR TRADEMARKS REVIEW:

COOK FOR THE CURE® FOR MOTHER'S DAY

BENTON HARBOR, Mich. (May 6, 2013) – Cook for the Cure®, a partnership between Susan G. Komen® and KitchenAid that has raised more than \$9 million for the fight against breast cancer, is offering three ways to celebrate Mother's Day with gifts that keep on giving.

New Cranberry Color to Join Pink Product Collection

One way is to give Mom a new countertop appliance from the Cook for the Cure product collection, which offers a wide selection of kitchenware that celebrates and supports the cause, from pink silicone spatulas and mixing bowls to pink blenders and food choppers. Also, beginning June 1, an eye-catching, bright shade of pink called Cranberry will join the collection. Cranberry countertop appliances will include a 5-qt. Artisan® Series stand mixer model (\$429.99), 3.5-cup food chopper (\$49.99), 2-speed hand blender (\$49.99) and 5-speed hand mixer (\$49.99). The new color complements the Soft Pink and vibrant Raspberry Ice colors already available in the collection.

Pass the Plate and Give Back

Instead of taking Mom out for a meal during the year's busiest restaurant day, why not make her a homemade dish and present it on a serving plate that gives back? The Cook for the Cure Pass the Plate program generates a \$5 donation every time an individually numbered Villeroy & Boch serving plate is passed and registered at CookfortheCure.com/passtheplate. Participants can also track the status and travels of their plate on the website using a unique registration code assigned to each plate. Featuring artwork by PBS cooking show host Jacques Pépin, the plate 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.

“For ideas and inspiration on what to put on the plate, cooks can visit our recently launched recipe tab on the KitchenAid Facebook page,” says Beth Robinson, senior brand experience manager for KitchenAid. “The tab currently houses over 300 recipes from well-known chefs and popular food bloggers, and includes Sunday Brunch and Dessert recipe ideas perfect for Mother's Day.”

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Host a Gathering and Support the Cause

Those looking to enjoy Mother's Day with family and friends are invited to participate in the Cook for the Cure® year-round, home-based fundraising initiative. The idea is for cooks to host a gathering and encourage guests to bring a donation to raise funds for the cause instead of bringing flowers or other gifts. Hosts can visit CookfortheCure.com to access an information kit that includes party ideas, recipes and donation gathering information.

“What better way to celebrate Mom than to support an important cause that affects so many mothers?” notes Robinson. “Especially when it involves cooking.”

In 2013, KitchenAid will donate \$450,000 or more to Komen through the Cook for the Cure program to support research and global programs in 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, and has 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.

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 or join us at Facebook.com/KitchenAid and 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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