



Kim Roman  
Digitas  
212.350.7822  
kim.roman@digitas.com

Jill Sciuto  
Digitas  
646.735.7582  
jill.sciuto@digitas.com

Beth Robinson  
KitchenAid  
269.923.4770  
beth\_l\_robinson@kitchenaid.com

**HELP WANTED: 1,000 COOKS IN U.S. AND CANADA**  
*Support 1,000 Cooks for the Cure, July 19-28*

**BENTON HARBOR, MI** (June 19, 2013) – This July, Susan G. Komen<sup>®</sup> and the Canadian Breast Cancer Foundation (CBCF) are partnering with KitchenAid to encourage anyone who enjoys cooking and entertaining to turn a summer gathering into a “party with a purpose” by hosting a Cook for the Cure party. The goal of this **1,000 Cooks for the Cure** initiative is to enlist at least 1,000 cooks in the U.S. and Canada to host any type of get-together from July 19-28 and simply ask their guests to make a donation to Komen (United States residents) or the CBCF (Canada residents) in any amount to support the fight against breast cancer.

“Participating in this worthy cause is easy, and it’s a great reason to get together with family, friends or colleagues during peak summer entertaining season,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “Whether hosting a casual office party, barbecue, dessert sampling or multicourse dinner, the idea is to ask guests to bring nothing to the party but a donation in any amount they choose.”

The 1,000 Cooks for the Cure initiative is part of the larger Cook for the Cure<sup>®</sup> program, an 11-year effort that has raised more than \$11.3 million between the U.S. and Canada for the cause through the sale of pink products, celebrity chef auctions and grassroots fundraising events. Funds raised from the parties can be designated for either organizations’ national efforts or local breast cancer initiatives.

Those interested in hosting a party are 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 U.S. [Facebook](#) page, Canada [Facebook](#) page and provide updates via its U.S. [Twitter](#) handle in the days leading up to the event.

## **HELP WANTED: 1,000 COOKS IN U.S. AND CANADA/Page 2**

In 2013, KitchenAid will donate \$450,000 or more to Komen through the Cook for the Cure<sup>®</sup> program to support the fight against breast cancer. Product sales will not affect this donation. KitchenAid will also donate \$100,000 or more this year to CBCF through its Cook for the Cure<sup>®</sup> sponsorship and pink product sales. 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.

### **About KitchenAid:**

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<sup>®</sup> has raised over \$9 million to date for Susan G. Komen<sup>®</sup> and \$2.3 million to date for CBCF to help find cures for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [KitchenAid.com](http://KitchenAid.com) (USA) and [KitchenAid.ca](http://KitchenAid.ca) (Canada).

### **About Susan G. Komen<sup>®</sup>:**

Nancy G. Brinker promised her dying sister, Suzy, she would do everything in her power to end breast cancer. Today, Susan G. Komen<sup>®</sup> works to end breast cancer in the U.S. and throughout the world by investing more than \$750 million in breast cancer research and \$1.5 billion in community outreach programs over the past 30 years; providing funding to help low-income and uninsured women get screened and get treatment; advocating for cancer research and outreach programs; and working globally in more than 30 countries. Visit [Komen.org](http://Komen.org). Connect with us on [Facebook](#) and [Twitter](#).

Cook for the Cure<sup>®</sup> is a registered trademark of Susan G. Komen.

### **About the Canadian Breast Cancer Foundation**

The Canadian Breast Cancer Foundation is the leading community-driven organization in Canada dedicated to creating a future without breast cancer. Our investments in innovative and relevant research and education have led to progress in breast cancer prevention, diagnosis, treatment and care. Since 1986, we have been at the forefront of a nationwide movement supporting and advocating for the breast cancer community. Join us at [www.cbcf.org](http://www.cbcf.org).

Cook for the Cure<sup>®</sup> is a registered trademark of the Canadian Breast Cancer Foundation.

\* 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.

###

**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/>