

# **KitchenAid®**

FOR THE WAY IT'S MADE.®

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FOR IMMEDIATE RELEASE:

## **WAYS TO COOK FOR THE CURE® IN OCTOBER AND BEYOND**

BENTON HARBOR, Mich (October 11, 2012) – Those looking for inspiration on how to support the fight against breast cancer not only in October, but year round, will discover several engaging options offered by Cook for the Cure®. For over a decade, this partnership between Susan G. Komen for the Cure® and the KitchenAid brand has raised over \$8 million for the cause.

“While we offer a collection of pink Cook for the Cure® products to help celebrate this worthy cause, we also offer those who love to cook and entertain other unique ways to turn these passions into purpose,” says Beth Robinson, senior manager of brand experience for KitchenAid.

### **Pass the Plate in Style**

The Pass the Plate component of Cook for the Cure® is the “gift that keeps on giving.” Purchase a Villeroy & Boch serving platter, with new artwork designed by legendary PBS cooking show host Jacques Pépin, and register your plate at [CookfortheCure.com/passtheplate](http://CookfortheCure.com/passtheplate) for an automatic \$5 donation to Cook for the Cure. Once registered, re-gift the plate to family members and friends served up with your favorite recipe and generate an additional \$5 donation every time the plate is passed and registered.

Participants can track the status and travels of their plate by visiting [CookfortheCure.com](http://CookfortheCure.com), clicking on the “Get Passing” tab on the lower left and entering the plate’s unique registration code. They can also download gift tags and tips on ways to participate at [CookfortheCure.com/passtheplate](http://CookfortheCure.com/passtheplate). 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.

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**Host a Gathering that Gives Back**

Another simple way to get involved is by participating in a Cook for the Cure® party. Taking place in homes and offices across the country, the program's year-round fundraising initiative invites cooks to host or attend any kind of party, from an office potluck to a weekend brunch with the family, to raise funds for the cause.

"Hosts encourage co-workers, friends and family to bring a monetary donation of their choosing to the party that supports the cause, rather than flowers, wine or other gifts," notes Robinson. "It's an easy way to help raise funds while catching up with good company."

Those hosting a party can access an information kit that includes party ideas, recipes and donation gathering information at [CookfortheCure.com](http://CookfortheCure.com). They can also find hundreds of additional recipes from appetizers and main courses to desserts in the recently launched KitchenAid recipe tab at [Facebook.com/KitchenAid](http://Facebook.com/KitchenAid).

**Pink Essentials for the Kitchen**

KitchenAid now offers its 5-Quart Artisan® Series Stand Mixer and 5-Speed Artisan® Series Blender in a vibrant Raspberry Ice color. This bold shade of pink in a premium metallic finish is the latest hue to join an already wide selection of soft pink kitchen essentials and gadgets celebrating the cause, from pink silicone spatulas to hand mixers to blenders.

In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Susan G. Komen 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.

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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. Cook for the Cure®, the brand's partnership with Komen, is now in its eleventh year and 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 [KitchenAid.com](http://KitchenAid.com) or join us on [Facebook](#) and [Twitter](#).

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer. Today, Susan G. Komen for the Cure works to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy and programs in more than 30 countries. Visit [komen.org](http://komen.org). Connect with us on [Facebook](#) and [Twitter](#).

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

\* 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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