

KitchenAid®

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FOR IMMEDIATE RELEASE:

**KITCHENAID PARTNERS WITH KIPS BAY DECORATOR
SHOW HOUSE AS EXCLUSIVE KITCHEN APPLIANCE SPONSOR**
BRAND WILL HOST SERIES OF EVENTS WITH RENOWNED CHEFS AND CULINARY EXPERTS

NEW YORK (May 3, 2013) - As exclusive kitchen appliance sponsor of this year's Kips Bay Decorator Show House, KitchenAid has teamed up with *House Beautiful* to host a series of events with renowned chefs and culinary experts in the Sharp townhouse, a five-story Upper East Side town house that has been completely transformed by leading designers.

"We see the home kitchen as a hub not only for culinary creativity, but for expressing one's individual sense of style and design," notes Beth Robinson, senior manager of brand experience for KitchenAid. "By showcasing the talents of both chefs and designers in this beautiful show home kitchen, we hope to provide visitors with inspiration in both areas."

"The fact that this show home supports such a worthy cause makes it all the more inspiring," she adds.

Talent participating in the KitchenAid Culinary Series will include Julia della Croce (5/8), one of America's foremost authorities on Italian cooking and author of over 15 cookbooks; Jacques Torres (5/11), fondly called "Mr. Chocolate," and owner of several eponymous chocolate shops throughout Manhattan; Katie Rosenhouse (5/15), culinary consultant and former pastry chef at restaurants ranging from Boulez and Le Cirque to the David Burke Restaurant group; Alex Hitz (5/22), *House Beautiful's* monthly food columnist and author of *My Beverly Hills Kitchen*; and Julie Elkind (5/29), Executive Pastry Chef at Delicatessen and E! Network TV personality on "Playing with Fire." Each event will begin at 2 p.m. and anyone who has purchased a general admission ticket to the show house for the dates of these events will be welcome.

Located at 161 East 64th between Lexington and Third Avenues, the Show House will be open to the public May 7th through June 4th. Show house hours are 11am-5pm on Monday, Wednesday and Friday-Sunday; 11am-8pm on Tuesday and Thursday. Tickets to tour the Show House are \$35 and can

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be purchased at ShopKipsBay.org. Proceeds from the Decorator Show House, which attracts an estimated 20,000 visitors each year, benefit the Kips Bay Boys & Girls Club, providing essential after-school and enrichment programs for youth ages 6 through 18 in ten locations throughout the Bronx.

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 Susan G. Komen[®], is now in its twelfth year and has raised over \$9 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 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.

About Kips Bay Boys & Girls Club

Since 1915, Kips Bay Boys & Girls Club has focused on improving and enhancing the lives of New York City's children who are economically, socially or recreationally disadvantaged. Each year, Kips Bay offers innovative programs to more than 12,000 young people between the ages of 6 and 18 at ten locations throughout the Bronx, with essential afterschool programs aimed to help them recognize their potential for growth and success. Today, the club is proudly one of the most prominent and responsive youth development agencies in New York City and a "flagship" of the Boys & Girls Clubs of America. For more information, please visit www.kipsbaydecoratorshowhouse.org.

Kips Bay Decorator Show House

Each year, celebrated interior designers transform a luxury Manhattan home into an elegant exhibition of fine furnishings, art, and technology. This event began in 1973 when several dedicated supporters of the Kips Bay Boys & Girls Club launched the Decorator Show House to raise critical funds for much needed after school and enrichment programs for New York City children. Over the course of four decades, this project has grown into a must-see event for thousands of design enthusiasts and is renowned for sparking interior design trends throughout the world.

The Show House receives as many as 20,000 guests annually from across the nation. Since its inception, the Show House has raised over \$17 million for the Kips Bay Boys & Girls Club.

About House Beautiful

[House Beautiful](http://HouseBeautiful.com) is the leading authority on American home design and decoration, reaching more than seven million readers every month. Founded in 1896, House Beautiful is the oldest continuously published

shelter magazine in the United States. In May 2012, House Beautiful won the American Society of Magazine Editors award for General Excellence in the Lifestyle Magazines category. In addition to its U.S. flagship, House Beautiful publishes two editions abroad. Readers also can interact with the brand digitally on House Beautiful mobile (m.housebeautiful.com) and through e-editions on Zinio, iPad, B&N Nook and Kindle Fire. Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 20 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (ABC 2012) and reaches 83 million adults (Fall 2012 MRI gfk). Follow House Beautiful on Twitter at [@housebeautiful](https://twitter.com/housebeautiful).

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