



**Press Contacts:**

Stewart Goodbody  
Digitas  
212/350-7807  
SGoodbod@digitas.com

Debbie O'Connor  
KitchenAid  
269/923-3382  
Deborah\_H\_O'Connor@KitchenAid.com

**FOR IMMEDIATE RELEASE:**

**KITCHENAID RAISES \$5 MILLION GLOBALLY TO FIGHT BREAST CANCER  
THROUGH COOK FOR THE CURE®**

*Additions to Pink Cook for the Cure® Collection Debut at Housewares Show*

CHICAGO (March 11, 2007) – Thanks in large part to the success of pink countertop appliances and non-electrics launched in recent years at the International Housewares Show, KitchenAid has topped the \$5 million mark in raising funds globally for the fight against breast cancer through its Cook for the Cure® program.

In the United States, Cook for the Cure® presented by KitchenAid is a partnership with Susan G. Komen for the Cure and began with a donation-with-purchase promotion surrounding the iconic pink Stand Mixer. The collection has grown significantly within the past 5 years, and each pink product generates a donation of up to \$50 to Komen for the Cure\*.

Making their debut at this year's Housewares Show are a number of new pink products that raise money for breast cancer research and education spanning the cookware, bakeware, cutlery, pantryware, tool and gadget categories. The sale of each item will generate a donation of 10% of the retail price to Komen for the Cure, an organization that has been leading the global movement to end breast cancer forever, for the past 25 years.

The first item in the collection, the pink KitchenAid stand mixer, will continue to generate a \$50 donation with each sale.

The newest pink KitchenAid products include a twin skillet set (MSRP: \$49.99), a silicone 12-cup muffin pan (MSRP: \$29.99) a crock with tools set (MSRP: \$24.99), a silicone basting brush (MSRP: \$8.99), a flat grater (MSRP: \$5.99), and a set of four prep bowls (MSRP: \$9.99).

Launched by KitchenAid in 2001 to give those with a passion for cooking a way to support the cause, Cook for the Cure® raises funds in the United States and other countries through donation with purchase programs, culinary auctions and events, and a grass roots initiative that encourages consumers to host their own “party with a purpose” to generate donations from family and friends. Cook for the Cure® has drawn the support of many of the country's most celebrated

-more-

chefs, including Mario Batali, Bobby Flay, Emeril Lagasse, Mary Sue Milliken, Susan Feniger, Sara Moulton, Jacques Pepin and others.

For more information on the program, visit [www.cookfortheure.com](http://www.cookfortheure.com).

**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. From countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars, KitchenAid now offers virtually every essential for the well-equipped kitchen. To learn why chefs choose KitchenAid for their homes more than any other brand\*\*, visit [www.KitchenAid.com](http://www.KitchenAid.com).

**About Susan G. Komen for the Cure.** Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800 I'M AWARE.

\*During its 2006 program (March 1, 2006 – February 28, 2007), KitchenAid made a minimum donation of \$500,000 to the Susan G. Komen Breast Cancer Foundation through its select pink countertop appliances promotion and in-store October promotion. See [www.cookfortheure.com](http://www.cookfortheure.com) for details.

\*\*Based on a September 2005 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors and toasters.

*Please note: High resolution images are available at <http://www.kitchenaid.com/content.jsp?sectionId=496> or via Stewart Goodbody (see contact information above).*

###