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FOR IMMEDIATE RELEASE:

WHAT'S COOKING WITH COOK FOR THE CURE

Three Ways Cooks Can Help Raise Funds for the Fight against Breast Cancer

Benton Harbor, MI (October 1, 2007) – Susan G. Komen for the Cure and KitchenAid are once again offering those who love cooking and sharing good food a number of ways to support the fight against breast cancer in October (National Breast Cancer Awareness Month) and throughout the year. This ongoing fundraising initiative, Cook for the Cure®, has raised more than \$5 million for the cause since 2001.

New Pink Products.

Visit retailers nationwide or www.CookForTheCure.com to view the latest additions to the KitchenAid pink product collection that generate donations to Komen for the Cure. New pink products include a hand-held manual food chopper, a set of culinary tools with a crock, a 12-cup muffin pan and an assortment of cutting boards. Also new this year is a set of two pink grill pans. Each pink product that is purchased and then registered at www.CookForTheCure.com will generate a donation of up to \$50*. KitchenAid guarantees a minimum donation of \$1 million to Komen for the Cure in conjunction with the pink product collection for 2007.

Downloadable Kit for Hosting a Fundraising Party.

Anyone can follow the example of such culinary notables as Bobby Flay, Mario Batali, Sara Moulton and Jacques Pepin by hosting their own Cook for the Cure® party. A new and improved party kit from KitchenAid provides ideas for raising funds while hosting a party for family and friends. More than 20 pages of recipes and tips provide all the tools needed for a wonderful brunch, appetizer, dessert, or dinner party. Hosts also now have the chance to decide if they want their donations to support a local Komen Affiliate or Komen's national office.

“The Cook for the Cure® party kits represent an integral part of our program,” notes Deb O'Connor, Senior Manager of Brand Experience, KitchenAid. “These kits allow foodies to raise funds and awareness for the fight against breast cancer by sharing their culinary talents with loved ones.”

Consumers can visit www.CookForTheCure.com to download this kit and start planning a party with a purpose.

Purchase Pink, Get A Free Gift.

Purchase any KitchenAid® countertop appliance from the pink product collection at www.CookForTheCure.com or www.ShopKitchenAid.com through the end of October and receive a free limited-edition Better Homes and Gardens® "Pink Plaid" cookbook by mail. The collection includes the popular Artisan® Stand Mixer, 12-Cup Food Processor and 5-Speed Blender (carrying suggested retail prices of \$349.99, \$249.99 and \$149.99, respectively); each of which generates a donation to the cause when registered on www.CookForTheCure.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.

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 or call 1-800 I'M AWARE.

* During 2007, KitchenAid is proud to donate a minimum of \$1,000,000 to Susan G. Komen for the Cure in conjunction with its pink product collection. Consumers must register each pink product purchased at cookfortheure.com to generate a donation. See cookfortheure.com for more 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.

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