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**EMBARGOED UNTIL SEPTEMBER 15, 2008:**

**“PASS THE PLATE” TO SUPPORT COOK FOR THE CURE®**  
**AND THE FIGHT AGAINST BREAST CANCER**

*Share Your Favorite Dish and KitchenAid Makes a Donation to Susan G. Komen for the Cure®*

Benton Harbor, MI (October 1, 2008) – What’s better than receiving a plate of homemade cookies from a friend? How about knowing that this sweet gesture will also generate a donation to a worthy cause?

This “gift that gives twice” approach is the idea behind Pass the Plate, the newest element of Cook for the Cure®, a program created by KitchenAid to support the fight against breast cancer. Since 2001, Cook for the Cure® has raised more than \$6 million for Susan G. Komen for the Cure® through donations from sales of pink kitchen products, home party fundraisers, celebrity chef auctions and other initiatives.

In order to widen participation in Cook for the Cure®, KitchenAid, in cooperation with Villeroy & Boch, is introducing a new ceramic serving plate that reads “*Cook for your friends. Cook for your family. Cook for the Cure.*” The plate, marked by a pink ribbon, is meant to be passed to friends and family along with a culinary specialty prepared by the giver. Once the plate is passed, the recipient is then asked to do the same. Instructions for participating are on the back of each plate, as well as on [CookfortheCure.com/PassthePlate](http://CookfortheCure.com/PassthePlate). Every time the plate is passed and registered, KitchenAid will donate \$5 to Susan G. Komen for the Cure®, a leader in the global movement to end breast cancer forever. Plates are available for purchase at [CookfortheCure.com](http://CookfortheCure.com) and Villeroy & Boch Retail stores for \$24.99.

To help get the program started, KitchenAid has provided more than one hundred top chefs from around the country with their own numbered plates. Those who have registered and passed along plates with their culinary creations include celebrity chefs Jacques Pepin and Ming Tsai.

“This is a natural offshoot of our home party initiative, which encourages those who love to cook and entertain to host Cook for the Cure fundraisers in their own homes,” notes Deb O’Connor, senior manager of brand experience, KitchenAid. “This is a simple yet meaningful way to support the cause, generate a donation, and fuel a grassroots effort that will keep on giving.”

When participants log on to [CookfortheCure.com/PassthePlate](http://CookfortheCure.com/PassthePlate) and enter the number stamped on the back of the plate they will be able to monitor their plate’s travels, share recipes and stories about passing their plate, and read about the participation of select celebrity chefs.

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**About Cook for the Cure®.** Cook for the Cure®, Presented by KitchenAid, was created in 2001 to give those with a passion for cooking a way to support Susan G. Komen for the Cure® and the fight against breast cancer. To date, it has raised more than \$6 million through donation-with-purchase programs, special fundraising events, auctions, grassroots initiatives, and involvement from culinary notables such as Emeril Lagasse, Bobby Flay, Mario Batali, Jacques Pepin and Mary Sue Milliken. Please visit [www.CookfortheCure.com](http://www.CookfortheCure.com) for more information and to find out how to host your own fundraising party.

**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 Villeroy & Boch.** At 260 years old, Villeroy & Boch is the world's largest producer of ceramics, making everything from egg cups to bath tubs. Its dinnerware is renowned, setting the tables of some of the world's most famous households and a favorite among the most acclaimed chefs. The Villeroy & Boch backstamp means quality and a brand of enduring status.

**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 more than \$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 1-877 GO KOMEN.

\* During 2008, 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 [CookfortheCure.com](http://CookfortheCure.com) to generate a donation.

\*\*Based on a September 2007 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 via Stewart Goodbody (see contact information above).