

***COOKING LEGEND JACQUES PEPIN WILL SHARE INFORMATION ON
HOW YOU CAN HELP IN THE FIGHT AGAINST BREAST CANCER THIS
MAY***

MOTHER'S DAY BRUNCH

In honor of the most important woman in all our lives, Jacques Pépin has joined forces with Cook for the Cure to celebrate Mother's Day. The program, a charitable partnership between KitchenAid and Susan G. Komen for the Cure, gives those with a passion for cooking a way to support the fight against breast cancer. To raise awareness of the disease and share culinary lessons learned from his mother, Pépin will conduct a cooking demonstration and answer questions on-air via satellite.

Jacques Pépin, one of the world's most well-respected chefs, is known not only for his delicious recipes, but for his colorful anecdotes of growing up in France. His passion goes beyond cooking; he is also an avid supporter of the fight against breast cancer. Pépin himself has hosted several Cook for the Cure fundraising dinners and participated in auctions, helping raise tens of thousands of dollars for the cause. With one woman diagnosed with breast cancer every three minutes, what better way to honor mothers across America than to plan a Mother's Day Brunch or host a fundraising party to help support the fight against breast cancer?

In Pépin's latest book, *Chez Jacques: Traditions and Rituals of a Cook* (Stewart Tabori & Chang, May 2007), he shares warm memories of cooking with his mother and growing up in pre-war France, where she owned a succession of humble restaurants. As discussed in the book, Pépin's mother had an incredible influence on his cooking. Young Jacques loved the heat, noise and adrenaline of her kitchens and learned a lot under her watch. From the beginning, he knew he was destined to be a chef.

Join Pépin on Wednesday, May 9 to learn some of his favorite Mother's Day Brunch ideas and recipes from his own mother to help create great memories for your mom this year:

- **"Crêpes à la Confiture"/"Crêpes with Jam or Chocolate."**

*This SMT is sponsored by "Cook for the Cure®, Presented by KitchenAid."

Jacques Pépin is known to millions of Americans through his PBS cooking shows and more than 20 cookbooks. The Dean of Special Programs at The French Culinary Institute (New York) since 1988, Pépin is an adjunct faculty member at Boston University. He is a founder of The American Institute of Wine and Food and a member of the International Association of Cooking Professionals. Pépin is currently starring in the PBS series *Fast Food My Way*.

About Cook for the Cure®. Cook for the Cure 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 almost \$5 million through donation-with-purchase programs, special fundraising events, auctions, grassroots initiatives, and involvement from culinary notables such as Jacques Pépin. Please visit www.cookfortheure.com for more information and to find out how to host your own fundraising dinner.