



FOR THE WAY IT'S MADE.®

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FOR IMMEDIATE RELEASE:

## **COOK FOR THE CURE® MARKS A DECADE OF MOBILIZING COOKS ACROSS AMERICA**

### ***New Raspberry Ice Stand Mixer and “Pass the Plate” Platter Designed by Jacques Pépin***

CHICAGO (March 6, 2011) – With the help of home cooks, celebrity chefs and other supporters throughout the country, Cook for the Cure®, a partnership between Susan G. Komen for the Cure® and KitchenAid, has reached two important milestones: a decade of making a difference and \$8 million raised for the fight against breast cancer.

“Cook for the Cure was created to give those who love to cook and entertain a number of ways to support the cause by doing what they do best,” said Debbie O’Connor, senior manager of brand experience for KitchenAid. “It adds another layer of purpose to one of life’s great pleasures, cooking and enjoying food with family and friends.”

For the 10<sup>th</sup> anniversary year, KitchenAid has committed to a minimum of \$450,000 in donations to Komen for the Cure in 2011, supported through the sale and registration of pink KitchenAid products together with celebrity chef auctions and grass roots efforts that encourage cooks to get friends and family involved. In recent years the program has earned two Gold Halo awards from the Cause Marketing Forum, been favorably covered by NBC Nightly News and other major media, and garnered the support of dozens of celebrity chefs, including Mario Batali, Paula Deen, Bobby Flay, Emeril Lagasse, Jacques Pépin, Rachael Ray and many others.

### ***New Raspberry Ice Stand Mixer***

Also in celebration of the program’s 10<sup>th</sup> anniversary, KitchenAid has introduced a new **Raspberry Ice 5-quart Artisan® Series Stand Mixer** that helps support the program. This eye-catching, dark pink Stand Mixer joins a softer-hued pink Cook for the Cure model introduced in 2001 and a white model with pink trim band. In addition, KitchenAid offers a wide selection of pink kitchen essentials and gadgets from pink silicone spatulas and mixing bowls to pink blenders and food processors.

***New Jacques Pépin Designed Platter for “Pass the Plate”***

Another way cooks can participate in the program is to present a friend or family member with a homemade culinary creation on a serving plate that can be “re-gifted” to further support the cause. The **Pass the Plate** component of Cook for the Cure generates a \$5 donation every time an individually numbered Villeroy & Boch serving plate is passed on and registered at [CookfortheCure.com/passtheplate](http://CookfortheCure.com/passtheplate). Using the unique registration code, participants can track the status and travels of their platters by visiting <http://CookfortheCure.com> and clicking on the “Pass the Plate” tab on the right. For the program’s 10<sup>th</sup> anniversary, a new plate will be introduced featuring artwork created by PBS cooking show host Jacques Pépin. Priced at a manufacturer’s recommended sale price of \$24.99, the plate is scheduled for availability starting in May for Mother’s Day gifting at [ShopKitchenAid.com](http://ShopKitchenAid.com) and Villeroy & Boch stores.

***1,000 Cooks for the Cure: Parties with a Purpose***

As part of the program’s year-round “do-it-yourself” fundraising initiative, cooks also are invited to participate in **1,000 Cooks for the Cure**, a week-long event taking place Friday, July 15 through Sunday, July 24 in homes and offices across the country. The idea is for participants to host any kind of event, from a Friday office or dessert party to a weekend barbecue or potluck dinner, to raise funds for the cause.

“What makes these get-togethers easy is that in lieu of flowers or other gifts, hosts encourage their friends and family to bring their checkbooks and make a donation,” notes O’Connor. “It’s a simple add-on to entertaining that can raise hundreds or even thousands for the cause.”

Those interested in hosting a party are encouraged to visit <http://CookfortheCure.com> to register and obtain a unique host identification number. Registered hosts will be given access to an information kit that includes party ideas, recipes and donation gathering information. To help hosts connect with guests and others planning parties, KitchenAid will feature 1,000 Cooks for the Cure as an event on its Facebook page <http://facebook.com/KitchenAid> and provide updates via <http://twitter.com/KitchenAidUSA> in the days leading up to the event.

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As a thank you for participating, those who register to host a party at <http://CookfortheCure.com> and raise a minimum of \$50 will be sent a complimentary Pass the Plate serving platter upon receipt of the host's minimum contribution to Komen for the Cure.

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. This year marks the brand's 10th anniversary of Cook for the Cure<sup>®</sup>, a partnership with Susan G. Komen for the Cure<sup>®</sup> that has raised over \$8 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [www.KitchenAid.com](http://www.KitchenAid.com).

\* Based on a 2010 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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