



FOR THE WAY IT'S MADE.®

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FOR IMMEDIATE RELEASE:

KITCHENAID BRINGING TOGETHER 1,000 COOKS FOR THE CURE TO HELP FIGHT BREAST CANCER
Weekend-long nationwide event scheduled for July 16-18

BENTON HARBOR, Mich. (June 15, 2010) – After nine years and more than \$7 million raised for the fight against breast cancer, Cook for the Cure®, a partnership between KitchenAid and Susan G. Komen for the Cure®, is turning up the heat on its party fundraising efforts with **1,000 Cooks for the Cure**, a new weekend-long event taking place Friday, July 16 through Sunday, July 18 in homes and offices across the country. Cooks everywhere are invited to join Komen for the Cure founder and CEO Nancy G. Brinker, cooking show host Jacques Pepin and others in hosting any kind of event, from a Friday office or dessert party to a weekend barbecue or potluck dinner, to raise funds for the cause.

“Summer is a season when family and friends gather and spend time together,” said Katrina McGhee, Susan G. Komen for the Cure senior vice president, global business development and partnerships. “Partnering with KitchenAid allows us to reach those cooks at gatherings and hopefully remind them about breast health and incorporate our messages into these events.”

“What makes these get-togethers easy is that in lieu of flowers or other gifts, cooks will encourage their friends to bring their checkbooks and make a donation to the cause,” adds Deb O’Connor, senior manager of brand experience for KitchenAid. “It’s a simple add-on to entertaining friends and family that could really make a difference.”

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 add 1,000 Cooks for the Cure as an event on its Facebook page <http://facebook.com/KitchenAid> and provide updates via Twitter @KitchenAidUSA in the days leading up to the event.

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Those who register to host a party at <http://CookfortheCure.com> and raise a minimum of \$50 will be sent a Pass the Plate serving platter created by Villeroy & Boch after the event by mail, upon receipt of the host's contribution, as a thank-you from Cook for the Cure. These individually numbered platters generate a \$5 donation each time they are passed and registered by the recipient, generating funds long after the weekend parties are over. 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.

In support of the cause, KitchenAid also offers pink Cook for the Cure products via retailers and <http://shopkitchenaid.com>. They include a pink Artisan Stand Mixer that generates a \$50 donation when purchased and registered, as well as food processors, blenders, hand mixers and toasters that generate anywhere from \$7 to \$25 for the cause upon registration. Also available are mixing bowls, silicone baking pans and trivets and more than a dozen gadgets, ranging from spatulas and vegetable peelers to ice cream scoops and can openers.

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. Over 90 years later, the KitchenAid brand now 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. To learn why chefs choose KitchenAid for their homes more than any other brand* visit <http://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 \$1.5 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 1-877 GO KOMEN.

*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 when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors, kitchen gadgets and toasters.

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