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Cook for the Cure® Reaches \$10 Million Milestone

BENTON HARBOR, MI (April 13, 2015) – KitchenAid and Susan G. Komen® announced today that their 14 year-long partnership program, Cook for the Cure, has raised over \$10 million for the fight against breast cancer.

“We are thrilled to have raised both significant funds and awareness for a cause that’s touched so many of our lives,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “The program continues to fuel passionate cooks with simple, creative ways to support a meaningful cause.”

“For the last 14 years, KitchenAid and Cook for the Cure have played a vital role in Komen’s mission to end breast cancer,” said Komen President and CEO Judy Salerno, M.D., M.S. “We are so grateful to KitchenAid and the cooks in every corner of America who have helped us fund research and support women and men who are suffering from breast cancer.”

There are several ways to get involved in the Cook for the Cure program, including the Pass the Plate initiative. Pass the Plate encourages cooks to register and pass an individually numbered Villeroy & Boch serving plate that generates a \$5 donation each time the plate is passed to someone new. Featuring artwork by PBS cooking show host Jacques Pépin, the plate carries a suggested retail price of \$24.95 and is available at Villeroy & Boch stores or by calling the KitchenAid Experience® Store at 1-888-886-8318.

Interested in hosting a party to support the cause? The Cook for the Cure year-round, home-based fundraising initiative allows hosts to mix and mingle with guests, while raising funds for Komen. Hosts encourage their guests, whether it be friends, family or coworkers, to bring a donation for the cause, in lieu of a host gift. Hosts can visit CookfortheCure.KitchenAid.com to access an information kit that includes party ideas, recipes and donation gathering information.



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Lastly, the Cook for the Cure® product collection offers a wide selection of kitchenware that celebrates the cause, from pink hand blenders and food choppers to blenders and stand mixers. Available in Cranberry, Raspberry Ice and Soft Pink colors, the Cook for the Cure product collection pays homage to the cause and inspires culinary creativity.

In 2015, KitchenAid will donate \$450,000 or more to Komen through the Cook for the Cure program. Product sales will not affect this donation.

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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. 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. Cook for the Cure®, the brand's partnership with Susan G. Komen®, is now in its 14th year and has raised over \$10 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit KitchenAid.com or join us at Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA.

About Susan G. Komen®:

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded over \$847 million in research and provided \$1.8 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

Cook for the Cure® is a registered trademark of Susan G. Komen.

* Based on a 2014 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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NOTE TO PRESS: To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at <http://news.kitchenaid.com/category/press-room/>