



Kim Roman
Digitas
212.350.7822
kim.roman@digitas.com

Jill Sciuto
Digitas
646.735.7582
jill.sciuto@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_l_robinson@kitchenaid.com

Help Support 1,000 Cooks for the Cure, July 18-27

BENTON HARBOR, MI (July 8, 2014) – Martha Stewart joins a "Who's Who" of the culinary world raising funds and awareness for Cook for the Cure, a partnership between Susan G. Komen® and KitchenAid that has raised more than \$9.5 million for the fight against breast cancer. Stewart will host an invitation-only "party with a purpose" to help kick off the program's 1,000 Cooks for the Cure initiative, which encourages home cooks to gather family, friends and colleagues to host their own fundraising parties from July 18-27 to benefit Komen's lifesaving work. Funds are raised by asking guests to make a donation in any amount to Komen in lieu of bringing wine, flowers or a gift for the host.

Largely through a series of celebrity chef auctions for autographed KitchenAid products, the broader Cook for the Cure program has garnered the support of dozens of celebrity chefs, including Mario Batali, Paula Deen, Guy Fieri, Bobby Flay, Emeril Lagasse, Jacques Pépin, Marcus Samuelsson, Michael Symon, Andrew Zimmern, and many others.

"Summer is a popular season for entertaining and gathering with loved ones," notes Beth Robinson, senior manager of brand experience for KitchenAid. "It's also a simple way to raise awareness and support a meaningful cause that's touched so many of our lives."

"For 13 years, KitchenAid and cooks across America have been helping Komen in its mission to end breast cancer forever," said Komen President and CEO Dr. Judy Salerno. "This partnership brings the fight against breast cancer from individuals' homes into the lives of millions facing this disease today."

Those interested in hosting a party are encouraged to visit CookfortheCure.KitchenAid.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 on its Facebook page and provide updates via its Twitter handle in the days leading up to the event.



Help Support 1,000 Cooks for the Cure, July 18-27/Page 2

“While we encourage everyone who registers to host a party, we understand that plans may change,” notes Robinson. “If a host is unable to hold the planned party, a donation to 1,000 Cooks for the Cure can still be made using the registered host ID number.”

In 2014, 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 13th year and has raised over \$9.5 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 more than \$800 million in research and provided \$1.7 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 [Facebook](https://Facebook.com/Komen) and [Twitter](https://Twitter.com/Komen).

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

* Based on a 2012 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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