



Contacts:

Jill Sciuto
Digitas
646.735.7582
jill.sciuto@digitas.com

Jenna Llewellyn
Digitas
212.699.0251
jenna.llewellyn@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth__robinson@kitchenaid.com

Support Breast Cancer Awareness Month with Cook for the Cure®

BENTON HARBOR, MI (September 28, 2015) – October 1 marks the beginning of Breast Cancer Awareness month, and Cook for the Cure®, a partnership between KitchenAid and Susan G. Komen®, is offering a number of ways for cooks and foodies to help support the fight against breast cancer.

“KitchenAid is proud of our 14-year long partnership with Komen, and the tremendous success we’ve shared in raising awareness for this important cause,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “As of this year, we’ve raised over \$10 million for Cook for the Cure, and we continue to explore new ways to keep cooks engaged with the cause.”

10,000 Cupcakes, One Great Cause

On October 1, the brand will launch a new social media-based program called 10,000 Cupcakes, One Great Cause that encourages cooks to whip up a cupcake recipe, snap a picture of the finished product and share it on Twitter or Instagram using the hashtags #10000cupcakes and #donate. For of the entire month of October, KitchenAid will donate \$1 for each and every cupcake photo that’s shared up to \$10,000. Program details will be available here on October 1:

<http://cookfortheure.kitchenaid.com/10000cupcakes>

Cook for the Cure Collection

The Cook for the Cure product collection from KitchenAid is expanding with new products, including a ceramic bowl for the 5-quart stand mixer. The white bowl is decorated with light and dark pink polka dots, adding a cheery splash of color to the kitchen. The bowl features a convenient pouring spout, is dishwasher and microwave safe and is available for \$99.99. In addition, the brand recently unveiled 7- and 11-piece cutlery sets that will be available in Raspberry Ice, a bold and bright shade of pink, for a limited time only. The cutlery sets are constructed with high quality, German manufactured steel that undergoes a precise ice-hardening treatment, which uses a series of heating and cooling patterns to strengthen corrosion resistance and flexibility.



Support Breast Cancer Awareness Month with Cook for the Cure®/Pg. 2

Suggested retail prices are \$799.99 for the 7-piece set and \$1,199.99 for the 11-piece set, and both will be available from October 1 to October 31. Lastly, KitchenAid launched a Cook for the Cure® cookbook, filled with more than 110 recipes and culinary inspiration for cooks. The book will be available October 1 on Amazon.com and retails for \$19.99. The larger Cook for the Cure product collection, which includes stand mixers, blenders, food choppers and more, is available in a variety of pink colors and can be viewed here: <https://cookfortheure.kitchenaid.com/pink-collection/>.

Additional ways to get involved in the program include the Pass the Plate initiative, which invites cooks to register and pass an individually numbered Villeroy & Boch serving plate that features artwork by Chef Jacques Pépin. Each time the plate is passed to a new recipient, a \$5 donation is made to Komen. 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.

Lastly, fundraising parties are a great way to catch up with family and friends on your own schedule and in your own home. Hosts can encourage their guests to bring a donation for the cause, in lieu of a host gift, and visit CookfortheCure.KitchenAid.com to access an information kit that includes party ideas, recipes and donation gathering information.

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.

###

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.



Support Breast Cancer Awareness Month with Cook for the Cure®/Pg. 3

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.

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/>