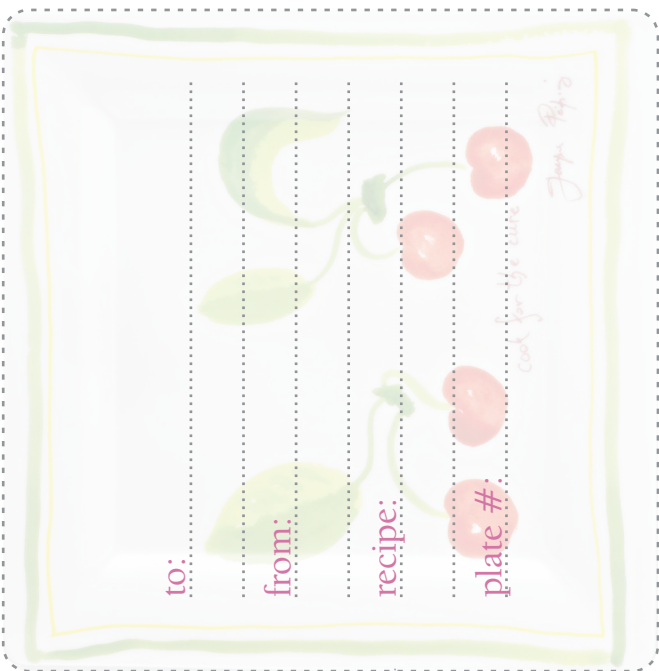


CUT - - - - -
 FOLD _____

Pass the Plate.

Good food for a good cause.

Thank you for your involvement with Pass the Plate. Here are a few things to help make it easy for you to pass the plate on to the next person.



Gift Tag

Cut out this gift tag and attach it to the plate. There are spaces for you to write in your name, the recipient's name, and the dish you've cooked.

Tips

- This plate can be put in the dishwasher, so it's easy to clean before passing it to the next recipient.
- Not sure what you'd like to cook? Anything goes. It should come from the heart, so consider making your favorite recipe or something the recipient really loves. Cookies or Cornish hen, rustic or refined, your food will look (and taste) wonderful when served on this special plate.
- If traveling with this plate, consider wrapping it (and its contents) with plastic wrap or foil, and attaching the gift tag with a ribbon on top.
- Get creative: even plastic wrap comes in a variety of colors, or use a festive cloth or seasonal tablecloth section. Attach a sprig of flowers or herbs with the ribbon and tag.
- This special plate is designed to be used as a serving plate. If heating is needed for your dish, please instruct the recipient on proper heating instructions.
- Please remind the recipient to register the plate when she or he passes it, as that is how KitchenAid determines that a \$5 donation can be made. The registration number is located on the back of the plate.



Pass the Plate.
 Together we can make a difference, one plate at a time.

I've created one of my favorite recipes and put it on this special plate for you to enjoy.

But it's about more than the food; it also benefits the breast cancer movement. KitchenAid will donate \$5 to Susan G. Komen for the Cure® when you pass and register this plate at www.CookfortheCure.com/PassthePlate.

Thank you in advance for cooking something special and passing this plate to someone else, and continuing our efforts to raise money and awareness for this important cause.



In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Komen in 2011. Susan G. Komen for the Cure®'s promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. For more information, please contact Susan G. Komen for the Cure® at 5005 LBJ Freeway, Suite 250, Dallas, TX 75244 or visit www.komen.org. Cook for the Cure® is a registered trademark of Susan G. Komen for the Cure.