

## Food Enthusiasts Invited To Taste Del Webb Hospitality While Aiding A Great Cause

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### Culinary Events Planned with KitchenAid to Benefit Susan G. Komen for the Cure®

BLOOMFIELD HILLS, Mich., Aug. 6, 2012 /PRNewswire/ -- Calling all cooks, foodies and those who just love to play in the kitchen! Del Webb communities across the nation are cooking up events this summer featuring KitchenAid prizes and culinary activities to benefit Susan G. Komen for the Cure®.

The public is invited to enjoy food and fun at Cook for the Cure® events that will take place from July through October at nearly 30 of Del Webb's active adult communities. Each event will feature unique activities such as cooking demonstrations, food tastings from local dining establishments, raffles and prizes of KitchenAid products, live entertainment and more. Go to [www.delwebb.com](http://www.delwebb.com) for details for each participating community event.

Last year, residents living in Del Webb communities raised more than \$50,000 toward the fight against breast cancer, supporting a partnership with KitchenAid and Komen, which has raised more than \$8 million in the past decade.

"Del Webb residents are armed with spatulas, blenders and good will as they welcome all to these fun events that benefit the Komen cause. It's a great opportunity to get a taste of the energy and camaraderie that exists every day at a Del Webb community," said Deborah Meyer, chief marketing officer for Del Webb parent company, PulteGroup. "Many people know someone who has been affected by breast cancer, and these events at Del Webb communities are a meaningful and fun way to support the cause locally and be a part of the cure."

### About Del Webb

Del Webb, the pioneer of active adult retirement communities, is America's leading builder of developments for people ages 55+ since 1960. Del Webb has redefined retirement and retirement living by meeting the housing and lifestyle needs of the active Baby Boomer. Del Webb's amenities and program offerings provide residents an engaging environment, which fulfills their creative, social, physical fitness and intellectual needs as they journey into the next chapter in their lives – whether it means retirement or still working. Del Webb has grown to more than 50 communities currently open for new home sales in 20 states. Del Webb is a brand of PulteGroup (NYSE: PHM), one of America's largest home building companies, which also includes Centex and Pulte Homes communities. For more information on Del Webb, visit [www.delwebb.com](http://www.delwebb.com). To learn more about how to plan a smart future, check out financial tools at [delwebb.com/value](http://delwebb.com/value).

### 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® is a partnership with Susan G. Komen for the Cure® that has raised over \$8 million to help find a cure for breast cancer. In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Komen in 2012. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://www.facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

### 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. Today, Susan G. Komen for the Cure works to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy and programs in more than 50 countries. Visit [komen.org](http://komen.org). Connect with us on [Facebook](#) and [Twitter](#).

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

\*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.

SOURCE Del Webb

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