

STRONGER

TOGETHER

WHAT IS SPECIFY FOR A CURE®?

Specify for a Cure® is the cause marketing program of The Mohawk Group, benefiting Susan G. Komen for the Cure®. As a corporate partner, we have made a commitment to provide ongoing support to Komen for the Cure with our corporate donation and additional contributions based on carpet you specify for your projects. Our goal is to help spread awareness about breast cancer and the importance of early detection.

Specify for a Cure® began in 2001 with a commitment to our community of architects and designers, many of whom have been touched by breast cancer, either directly or indirectly. The program has had an overwhelming response from our customers and employees, and support has continued to grow. Thanks to you, The Mohawk Group was able to deliver more than double the funds we pledged in the program's first year.

Since then, we have contributed more than \$3.9 million to Komen on behalf of our customers.

The Mohawk Group is also a proud member of Komen's Million Dollar Council.

>> When you specify select carpet from the brands of The Mohawk Group, we will make a donation, on your behalf.

WHAT IS 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 forever. In 1982 that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events and programs like Specify for the Cure®, Komen for the Cure has invested more than \$1.9 billion to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

HOW CAN YOU PARTICIPATE?

Take a moment to think about the people you know, and the lives that have been touched by breast cancer, directly or indirectly. Is it someone in your family – a mother, a sister, a daughter, an aunt? A friend of the family? A co-worker or business associate? Let your commitment begin here, with the conviction that this disease can be conquered. **Know that your next specification will contribute to the fight against breast cancer.**

It's simple – just say yes. Let your sales representative know you want to make a contribution to life on your projects when you specify carpet from The Mohawk Group. The Mohawk Group will donate to Komen \$.05 to \$.25 per square yard of select carpets that are specified for 500 yards or more, registered and sold, with a guaranteed minimum donation of \$150,000.00.

OUR GRATITUDE

For your contribution, we extend to you our gratitude for your business and will send an acknowledgement regarding the donation made on behalf of your company.

IN GOOD COMPANY

As a corporate partner of Susan G. Komen for the Cure®, The Mohawk Group has joined an elite list of blue-chip partners. The partnerships with these companies provide an opportunity for individuals to join in the fight against breast cancer and help spread the life-saving message of early detection to millions of women and men around the world – in a way that is meaningful to them. Since contributing more than \$3.9 million, The Mohawk Group is a member of the Komen's Million Dollar Council, and sits in good company with other partners such as American Airlines, Dell, Ford, Hallmark, KitchenAid, Lowe's, New Balance, Major League Baseball, Oreck and Quilted Northern to name a few.

For a complete list, visit www.komen.org.

>> Visit www.mohawkgroup.com

for more information about the Specify for a Cure® program.



Benefiting

**susan g.
komen**
FOR THE
cure®

Susan G. Komen for the Cure® was founded on a promise between two sisters – Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing Susan G. Komen for the Cure in 1982 in Suzy's memory.

Since 1982, Komen has been the global leader in the fight against breast cancer through its support of innovative research and community outreach programs. Working through a network of U.S. and international Affiliates, Komen's promise is to save lives and end breast cancer forever.

Together with its Affiliate Network, corporate partners and generous donors, Komen has invested more than \$1.9 billion in the fight against breast cancer.

BREAST CANCER FACTS

- >> Breast cancer is the leading cause of cancer deaths among women ages 40-55. One in 8 U.S. women will be diagnosed with breast cancer in her lifetime.
- >> More than 200,000 women will be diagnosed with breast cancer this year, and nearly 40,000 will die from the disease.
- >> About 2,000 men will be diagnosed with breast cancer this year, and an estimated 390 will die from the disease.
- >> There are more than 2.5 million breast cancer survivors in the U.S. today.
- >> While the precise cause of breast cancer is unknown, the two greatest risk factors are being female and growing older.

For more information about Susan G. Komen for the Cure®, risk factors, breast health, and other ways for you to support the cause,

visit www.komen.org