

Join Us. Together We Can ...

The Pampered Chef®

HELP
WHIP
CANCER®

May 1-31, 2007



Working Together to Make a Difference

One in eight women in the US will develop breast cancer throughout their lifetime. But with localized detection, and regular screenings and mammograms, the five-year survival rate has improved to 98 percent*.

The Pampered Chef® is committed to raising funds for breast cancer education and early detection programs through our Help Whip Cancer® campaign. Since 1999, our Consultants and customers have enthusiastically raised more than \$5 million for this very worthy cause. In celebration of women everywhere, we dedicate the month of May to raising funds and awareness in the fight against breast cancer. We will once again donate \$1 from the sale of each Help Whip Cancer® product to the American Cancer Society's breast cancer education and early detection programs.

This brochure contains all the information you'll need to successfully support and promote our 2007 campaign.



What's New for 2007

Details
on page 2.

- Help Whip Cancer® Cooking Show Fundraiser donation increases up to 25 percent.
- Consultants can earn pink Help Whip Cancer® products that are offered in our May Host and Guest Specials.
- Hosts have a choice of two products.
- Exclusive online special features limited-availability products.

*Statistics provided by the American Cancer Society.

Help Whip Cancer® – May 1-31, 2007

NEW!

Donation Increase for Help Whip Cancer® Fundraisers

Your support of this campaign through the years has been amazing. That's why we're proud to announce that The Pampered Chef® is increasing our contributions for Help Whip Cancer® Fundraisers.

In the past, 10 to 15 percent of total Show sales were donated to the campaign. Beginning this May, 15 to 25 percent of Show sales will be donated!

For example:

Help Whip Cancer® Fundraiser Sales	Amount Donated
\$150 to \$299	15%
\$300 to \$499	20%
\$500 or more	25%

You'll find a downloadable Help Whip Cancer® Fundraiser flyer on Consultant's Corner in mid-March. Be sure to display it prominently at your Shows where you take orders.

Note: The increased donation applies to Help Whip Cancer® Fundraisers in May only. Fundraiser commissions will remain the same. Booking benefit does not apply.

Raise More Funds

Ask all your May hosts to designate their Shows as Help Whip Cancer® Fundraisers. This way, everybody wins. The host can receive exclusive host products and you increase the donation.



A Help Whip Cancer® Fundraiser is like a regular Cooking Show. You share our regular products and special campaign products. The major difference is that The American Cancer Society receives a donation based on the total guest sales.

Tip: When host coaching, suggest that guests bring friends to these special Shows in order to raise even more funds. This may also lead to future Show bookings.

Complete details on submitting Help Whip Cancer® Fundraisers will be included in the April issue.

Earn Help Whip Cancer® Products

Earn both Host and Guest Specials free through the March Consultant Special. Earn the Help Whip Cancer® pink products early to have them at your Shows and help you fill your May calendar even faster.

- Hold and submit **2** Cooking Shows **March 1-15**, and you'll receive:
Simple Additions® Pink Small Bowls (set of two)*, **Pink Nylon Knife**, **Mini Measure-All® Cup**, and the **Pink Flexible Scraper**. The American Cancer Society will receive a \$1 donation for each of the above products earned.
- Hold and submit **3** Cooking Shows **March 1-15**, and you'll also earn a special **Help Whip Cancer® Apron***.

* This is your only chance to earn these great items!

**A \$39
Value**



Ordering Guest Special Samples

You'll want to have samples of these products at your May Shows in order to encourage sales. Samples are available for order April 1 to May 31 as write-ins on the supply order form. You'll save \$1 off the retail price, and The Pampered Chef® will contribute \$1 to the American Cancer Society for each sample purchased. Limit of one per item.

Product	Item #	Price
Pink Flexible Scraper	FL65	\$6.00
Pink Nylon Knife	FL66	\$4.50
Mini Measure-All® Cup	FL67	\$5.50

"Must-have" Guest Specials

This May, we're offering customers two new products and bringing back a favorite. The Pampered Chef® will contribute \$1 from the sale of each product to the American Cancer Society.

- **NEW! Pink Nylon Knife** (\$5.50).

This Knife is perfect to use in nonstick cookware. Great for cutting brownies or quiche. When chopping lettuce for salad, the lettuce will stay green.



- **NEW! Pink Flexible Scraper** (\$7.00). This scraper is sure to become an indispensable favorite. The long handle and silicone tip are ideal for use in jelly and honey jars.
- **Mini Measure-All® Cup** (\$6.50). Back by popular demand, this product is a must for any baker. The plunger design cleanly dispenses contents from the cup.

Two Options for May Hosts

May hosts can now choose from two wonderful products, including an option for those who want to show their support, but may not be interested in pink products. The American Cancer Society will receive \$1 from the sale of both host products.

- **Pink Simple Additions® Bowls (set of 2) & Small Bowl Caddy** (\$13.00): Great for cookies and chocolates. Bowls feature the pink awareness ribbon inside that coordinates with last year's host products, Simple Additions® Cups and Squares.
- **Large Rectangular Platter with handles** (\$18.40): Perfect for serving main dishes and deli trays.



Online Only Exclusive

For the first time ever, we're offering a Help Whip Cancer® online exclusive. Our **Simple Additions® Cups and Squares**, are back by popular demand. They will be offered through this online exclusive while supplies last from May 1-31, 2007. This special applies to individual ordering only. Cups and Squares will be sold separately in sets of 2. A \$1 donation will be made to the American Cancer Society for each set purchased.

- **Simple Additions® Cups (set of 2)** (\$20.00): Perfect for coffee, hot chocolate or any favorite beverage. The inside of the cups proudly feature the pink awareness ribbon.
- **Simple Additions® Squares (set of 2)** (\$24.00): The Squares can be used alone or with the Cups.

Promote this exclusive offer:

- Ask for e-mail addresses when you take orders and send customers the Customer Connection e-mail.
- Send it to your entire contact list.
- Share it with new people you meet each day.



Personal Web Site Subscribers:

A specially designed Customer Connection e-mail to help you promote this online special will be available in April. Send it to friends and family across the country.

Get the Word Out ...

Increase Bookings, Invite Everyone to Host

Expand your customer base by talking about the campaign at your April and May Shows, and with others you meet.

- Invite family, friends, neighbors, coworkers and acquaintances such as teachers and local business people to host.
- Contact people who previously hosted Fundraisers.
- Share the campaign with people who may have family members or friends who have been touched by breast cancer.
- Offer the host option to people who have never hosted a Show — they'll want to for this worthy cause!

Showcase Specials with Colorful Flyers

At your April and May Shows display the beautiful Host and Guest Special flyers, inserted in the March Consultant News and available for download on Consultant's Corner. Place a copy of the flyer in your table top flip chart and display it on the table where you take orders as a conversation starter. Ask people individually if they would like to host a Fundraiser Show or purchase Help Whip Cancer® products.

Special Merrill Campaign Postcards

This year, we have three new postcards designed to help you promote the campaign and your business. One postcard invites people to host a Help Whip Cancer® Fundraiser Show in May, another invites them to host May Cooking Shows, and the final is a postcard invitation that hosts can send to guests. The postcards can be customized with your personal business information, and you can even include a photo.

The postcards will be available beginning March 1. You even have the option to supply Merrill with a contact list and have them mail the postcards for you. They come in quantities starting at 50. You'll find pricing and ordering information on our Website. Go to: Consultant's Corner, Promoting Your Business, and Licensed Merchandise Vendors.

Generate Interest for the Campaign

We've created an easy-to-use, customizable press release that you can send to local newspapers and community organizations. Send it out in early April to promote the campaign throughout the month. You'll find the downloadable release on Consultant's Corner beginning mid-March.

Promote Breast Cancer Awareness with Educational Materials

Along with raising funds, our Help Whip Cancer® campaign also promotes awareness. You can help by ordering free American Cancer Society brochures to distribute to your customers in May. The You Can Fight Breast Cancer brochure comes in packs of 25. You may order up to two packs, for 50 pieces total, as write-in #FL62 on the supply order form in April. Supplies are limited and available on a first-come, first-served basis.

In addition, be sure to tell guests that our special Help Whip Cancer® pink products include an educational insert with important breast cancer facts from the American Cancer Society.

Be Recognized for Your Efforts!

We want everyone to recognize Consultants who go above and beyond to raise funds for our Help Whip Cancer® and Round-Up from the Heart® giving campaigns.

That's why, this year, in place of the Breakfast of Caring, we're recognizing these Consultants in a way that's visible to everyone!

Consultants who submit a total of \$150 or more in contributions to the Help Whip Cancer® campaign, our Round-Up from the Heart® campaign, and/or who are food bank coordinators will receive a special lanyard signifying their contributions. Wear it proudly at Conference!

- Help Whip Cancer® Contributions are comprised of Help Whip Cancer® Fundraiser Show donations and sales of campaign products. Help Whip Cancer® Shows must be held between May 1-31, and submitted by midnight, June 5, 2007.

- Round-Up from the Heart® contributions are comprised of sales of the Round-Up from the Heart® 2006 Trivet and rounded-up donations. Round-Up from the Heart® contributions are counted between September 1, 2006 and June 5, 2007.

Top Contributors

Consultants who have raised at least \$150 for a single charitable program will be honored with reserved preferential seating at the General Session Breakfast on day 2 of Conference. Please join us in celebrating their commitment to our charitable programs.

In addition, all contributors also will receive recognition during a National Conference General Session.

