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**FOR IMMEDIATE RELEASE**

**MOHAWK INDUSTRIES PARTNERS WITH LOCAL RETAILERS TO FUND CANCER RESEARCH AND SAVE LIVES**

*Part of Mohawk SmartCushion & Karastan KaraStep Reserve Cushion Sales To Benefit Susan G. Komen for the Cure®*

DALTON (July 6, 2011)— Retailers have yet another reason to feel good about selling the premier cushion products offered by the Mohawk and Karastan brands. A portion of all Mohawk SmartCushion and Karastan KaraStep Reserve cushion sales will now go to Susan G. Komen for the Cure®. The program, called Decorate for the Cure, will fund ongoing breast cancer research and is the latest effort by Mohawk Industries to promote healthy living.

“As the top flooring company in the industry, we believe Mohawk has a responsibility to help make the world we operate within a better, healthier place,” said David Duncan, Vice President of Marketing at Mohawk. “We are delighted to partner with Komen for the Cure and offer retailers and consumers this opportunity to make a real difference in the fight against breast cancer.”

Mohawk Industries first partnered with Komen for the Cure in 2001, and Komen representatives say the enduring partnership has been exceptionally valuable. The flooring company has contributed more than \$3.7 million dollars to Komen over the past ten years and is committing to a minimum guaranteed donation of an additional \$100,000 as part of the Decorate for the Cure program from June 2011 to December 2012.

“We are delighted that Mohawk and Karastan, two of the most powerful brands in flooring, are partnering and lending their support to this one important cause—ending breast cancer,” said Margo Lucero, vice president, business development and partnerships with Komen for the Cure. “By working together, we will fuel the boldest community, fund the best science and make the biggest impact in the fight against this disease.”

Retailers will notice a few changes when they receive new shipments of Mohawk SmartCushion and Karastan KaraStep Reserve cushion. Both products are now branded with the Decorate for the Cure logo, giving consumers the assurance that choosing SmartCushion and KaraStep Reserve cushion supports Komen for the Cure. Additionally, all SmartCushion will now be Komen’s signature pink color.

Duncan says the new design will give retail sales associates an opportunity to start a conversation about the numerous health benefits of selecting a premier cushion product. Made from ViscoElastic Memory foam, SmartCushion and KaraStep Reserve contain an antimicrobial additive that protects against odor-causing mold, fungus and mildew. Both cushions are environmentally friendly, made from 90 percent recycled content, and have maximum thermal and sound insulation for warmer, quieter and more energy-efficient rooms. A unique moisture barrier film prevents stains from re-emerging and makes clean-up a “one and done” process.

“Retailers already know SmartCushion and KaraStep Reserve are great products,” added Duncan. “Now, selling these great products benefits a great cause.”

Mohawk and Karastan have each developed an extensive collection of advertising and point of purchase materials that will enable retailers to promote the uniqueness of SmartCushion and KaraStep Reserve cushion while telling consumers the Decorate for the Cure story. Retailers should contact their Mohawk and/or Karastan sales representative for more information about these opportunities.

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#### **About Mohawk Flooring**

Mohawk is a leading supplier of flooring for both residential and commercial applications. Mohawk offers a complete selection of carpet, hardwood, ceramic tile, laminate, stone, vinyl, rugs and other home and business products. These products are marketed under the premier brands in the industry, which include Mohawk, Karastan, Columbia, Century, Dal-Tile, American Olean, Quick-Step, Lees, Bigelow and Durkan. Mohawk's unique merchandising and marketing assist our customers in creating the consumers' dream. Mohawk provides a premium level of service with its own trucking fleet and over 250 local distribution locations.

#### **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 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 like the Komen Race for the Cure® and Komen 3-Day for the Cure®, we have invested more than \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [komen.org](http://komen.org) or call 1-877 GO KOMEN.

*The running ribbon is a registered trademark of Susan G. Komen for the Cure®*

