

  
MOHAWK®  
SmartCushion

  
MOHAWK®



 Decorate  
for the Cure.

**MORE  
THAN  
PINK** 

## Understanding the Fight

Every year, nearly 2 million cases of breast cancer are diagnosed worldwide. This staggering statistic is humanized by the fact that breast cancer has touched so many of us, whether it is a mother, wife, sister or friend. The lives of entire families are changed overnight as we are left asking: What can I do to help?

The mission is a world without breast cancer. Breast cancer is the most common cancer among women worldwide and the second-most common cancer overall. In 2016, an estimated 249,000 cases of invasive breast cancer will be diagnosed in the U.S. alone. No matter who you are or where you live, understanding breast cancer and joining the fight is important. We fight for our families, we fight for those we have lost, and we fight for those who are still in the fight.



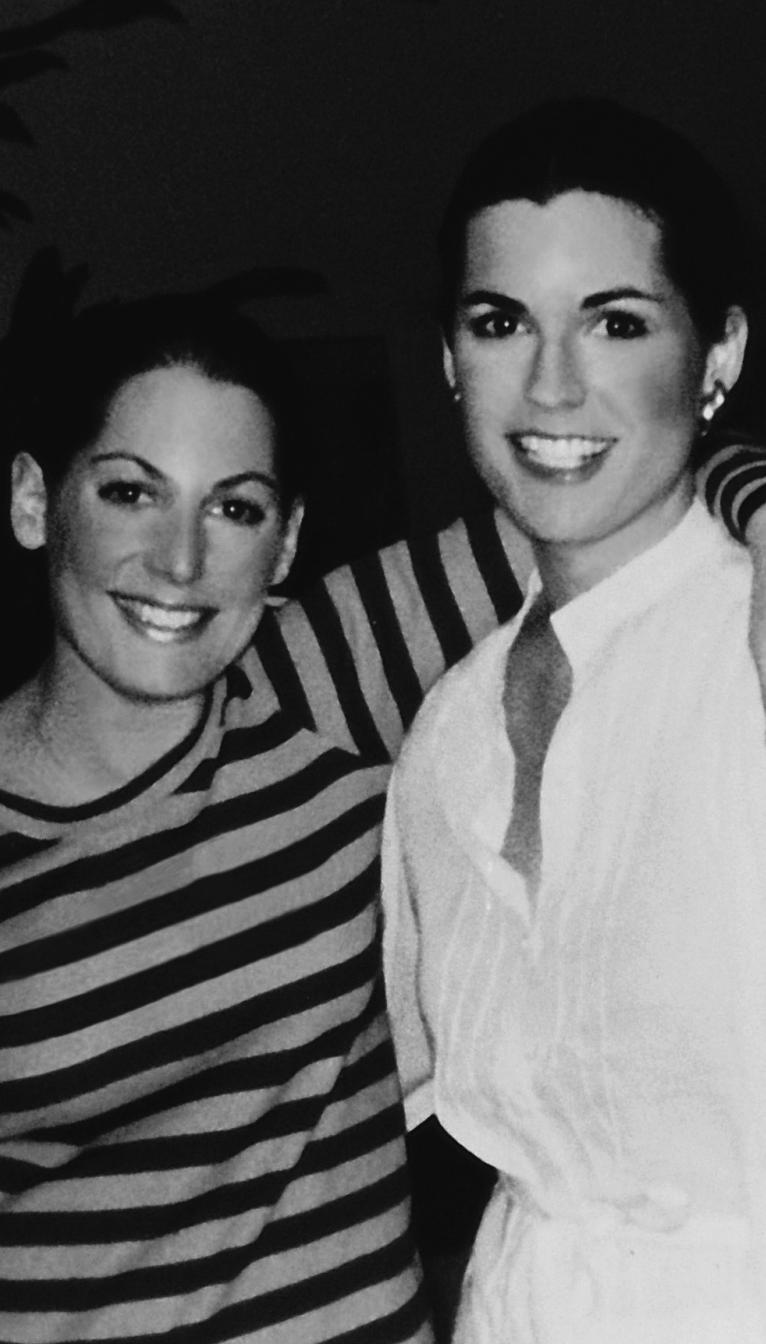
# Meet Susan G. Komen®

As the largest grassroots network of breast cancer survivors and activists, Susan G. Komen has achieved tremendous, life-saving strides over the last three decades. Because of the work of Susan G. Komen, breast cancer does not have to be a death sentence.

Whether you're newly diagnosed, currently in treatment or post-treatment or dealing with a loved one's condition, Susan G. Komen can offer resources, support and the wisdom of those who've already walked a mile in your shoes.

Susan G. Komen's work has helped:

- More than double the number of women over 40 who now receive regular mammograms
- Raise the five-year relative survival rate for early stage breast cancer (cancer that is confined to the breast) to now 99 percent in the U.S.
- Celebrate more than three million breast cancer survivors in the U.S., the largest group of cancer survivors today.
- Fund more breast cancer research than any other entity except the federal government: more than \$889 million to date.
- Fund nearly 500,000 breast cancer screenings for underserved women. The Komen Affiliate Network invested nearly \$145 million in local communities last year alone.



## History of Susan G. Komen®: A Sister's Promise

In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen® organization and the beginning of a global movement.

What started with \$200 and a shoebox full of potential donor names has now grown into the world's largest nonprofit source of funding for the fight against breast cancer. To date, Susan G. Komen has funded more than \$889 million in research and provided \$1.8 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen has invested more than \$2.6 billion in groundbreaking research, community health outreach, advocacy and support programs. And Komen won't stop until the promise is fulfilled.

# Our Impact

Invested  
**\$889M**  
in breast  
cancer research

Distributed  
**\$1.95B**  
in community  
health & outreach  
programs

Engaged  
**22M people**  
in Susan G. Komen  
community events

## Affiliate Reach

Komen and its U.S. Affiliates have supported 1,900 + Affiliate grants totaling \$9.2M.

**368,000**  
Mammograms

**176,000**  
Clinical  
breast exams

**90,000**  
Diagnostic  
services

**36,000**  
Psychosocial  
counseling services

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**3.7M**  
Educated about  
breast health/cancer

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**21,000**  
Educated about  
clinical trials

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**16,000**  
Assisted with food,  
transportation and  
emergency expenses

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**21,900**  
Supported through  
Breast Cancer Helpline



## Mohawk's Commitment

Mohawk Flooring is passionately committed to contributing to the life-saving work in the fight against breast cancer and honored to be a partner with Susan G. Komen for the past 15 years.

## Decorate for the Cure®

SmartCushion™ by Mohawk does more than protect and serve your carpet by adding extra comfort, durability and an instant warranty upgrade. It helps save lives. Mohawk is proud to donate a portion of every SmartCushion purchase to Susan G. Komen through the Decorate for the Cure program, with an aggregate guaranteed minimum donation of \$200,000.

Mohawk's SmartCushion is honored to support the fight against breast cancer through Decorate for the Cure, raising nearly \$5 million in donations to Komen since 2001.

## Social Media Outreach

Throughout National Breast Cancer Awareness Month, Mohawk focuses on education in all of its social channels, including informative posts shared on Mohawk's Creative Home blog as well as original YouTube videos featuring moving testimonies. Mohawk retailers also receive customized content to post and share with their communities during October. Content is created with #CushionTheFight and #DecorateForTheCure hashtags to raise awareness within Mohawk's target audience demographic and strengthen the greater conversation online.

# Cushion the Fight Against Breast Cancer

## 3-Day Walks: *3 days. 60 miles. 7 cities. 1 mission.*

The Susan G. Komen 3-Day walk is a critical fundraising event that has raised \$810 million since its inception in 2003. This journey of a lifetime encompasses an intense 60-mile walk over the course of three days. Mohawk SmartCushion's viscoelastic memory foam provides the ultimate in comfort and durability under carpet—and now under sleeping bags. Mohawk is the only producer of both carpet and cushion in the flooring industry.

In 2015, Mohawk partnered with the Susan G. Komen Philadelphia 3-Day to provide more than 800 pieces of SmartCushion for walkers and crew to place under their sleeping bags adding extra comfort at night. Mohawk Flooring has expanded its support of the 2016 Susan G. Komen 3-Day, placing more than 6,000 pieces of SmartCushion in all seven cities across the country holding these life-changing events.



## Getting Involved Locally

In more than 18,000 communities across the U.S., more than 75,000 Komen volunteers and staff work to help fund breast cancer education, screening and treatment programs for those who need it most.

Thanks to survivors, volunteers and activists dedicated to the fight against breast cancer, the Komen Affiliate Network is the nation's largest private funder of community-based breast health education, screening and treatment programs.

Mohawk encourages our retailers to get involved locally and take action in the fight. What can we do to help drive breast cancer awareness and support for breast cancer prevention in our own communities? Komen Affiliates are located throughout the U.S., and collaboration is a great opportunity to truly show what it means to be more than pink. Visit [www.komen.org/affiliates](http://www.komen.org/affiliates) to locate your nearest Affiliate and get connected.



## How Do I Get Involved? *Make your impact.*

Once you've identified your local Komen Affiliate, we recommend connecting with your Affiliate's executive director and/or board president. Invite the executive director/board president out to lunch or over to your store for a tour. Review with the executive director/board president Mohawk's commitment to Komen through Decorate for the Cure, and ask how your store can become involved in your local community efforts.

By visiting the individual Affiliate websites, you will learn more about what each respective Affiliate is doing in the local community. In addition, many Komen Affiliates are active in social media and have a wealth of information about upcoming events on Facebook and Twitter.

Simple Ways to Get Your Store Involved:

- Rally your staff in volunteering at an upcoming Komen event
- Sign up as a team to participate in an upcoming Komen Race for the Cure®
- Attend a fundraising event in your local market
- Host a Komen fundraising event at your store
- Spread the word about breast cancer awareness and your involvement on your website and in social media

## Other Events

Susan G. Komen partners with a wide variety of companies who offer fun and easy ways to get involved in your communities, while supporting local Komen Affiliates. Some of these include:

- Bowl for the Cure
- Rally for the Cure
- Row for the Cure
- Tubbs Romp to Stomp Snowshoe Series
- Zumba

Learn more about these partners and others at <http://www5.komen.org/MeetPartners.aspx>

## Girls Night Out

This idea is all our own! Partner with a local salon to offer a night of Pink Pampering to potential female consumers in your community. Serve pink champagne or pink lemonade and desserts at your store while your guests receive pink “mini” manicures. Provide short tours of your showroom and have an interior designer on hand to “Decorate for the Cure” by discussing current design trends. Distribute gift bags to each attendee that include pink nail polish, a SmartStrand Silk™ and SmartCushion™ sample and more information about your store.

As the fundraising component, ask guests to donate \$10 per manicure to your local Susan G. Komen Affiliate. Also, consider raffling off items like a spa gift basket or a cut-and-bound rug to raise additional funds.

We want to see what you're doing! Show us you are More Than Pink™.

Please submit a description and photos of your Susan G. Komen fundraising event(s) to Mohawk's Public Relations Team. Email [Mollie\\_Surratt@mohawkind.com](mailto:Mollie_Surratt@mohawkind.com) or [Laura\\_Bartley@mohawkind.com](mailto:Laura_Bartley@mohawkind.com) for potential inclusion in Mohawk's upcoming communications or national social media channels.



# Fundraising Ideas

Make it fun! If you're interested in hosting a fundraising event to benefit your local Susan G. Komen Affiliate and educate potential customers about your passion for the cause, here are some great ideas to get your wheels spinning. Please be sure to work with and invite your local Affiliate to the event.

## **PASSIONATELY PINK** [www.passionatelypink.org](http://www.passionatelypink.org)

Susan G. Komen's Passionately Pink program provides the perfect platform for any type of Komen fundraiser. The [passionatelypink.org](http://passionatelypink.org) site connects you to downloadable support materials, event ideas and an event management center. The event center allows you to create a fundraising webpage, collect and manage donations and send Passionately Pink branded emails to your customer database. Consider asking your staff to wear pink one day per month, hosting a pink pancake breakfast for your community or holding the store owner "hostage" until enough funds are raised for the cause.

Ideas to get you started:

- Potluck
- Bake Sale
- Wear Pink Day
- Pink Scavenger Hunt
- Bingo Party
- Donation Jars
- Dinner Party

Other great ideas are available at [www.passionatelypink.org](http://www.passionatelypink.org)



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[www.MohawkFlooring.com](http://www.MohawkFlooring.com)



Sign up at [www.komen.org](http://www.komen.org) to join the Komen mailing list to learn about awareness events in your area.

\*SmartCushion™ by Mohawk is your premium branded cushion that supports great carpet and a great cause.

\*The Running Ribbon® is a registered trademark of Susan G. Komen®.

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