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**THE MOHAWK GROUP UNVEILS FACEBOOK HONOR WALL IN SUPPORT OF
BREAST CANCER AWARENESS**

***Carpet Manufacturer Launches Online Community in Celebration of
10-Year Partnership with Susan G. Komen for the Cure®***

MARIETTA, GA., Oct. 17, 2011 – Celebrating 10 years of partnership with Susan G. Komen for the Cure® through its [Specify for a Cure®](#) cause marketing program, [The Mohawk Group](#) and its four brands – [Lees](#), [Karastan Contract](#), [Bigelow](#) and [Durkan](#) – reveals its [Facebook Honor Wall](#) (the Wall) to further commemorate its support of breast cancer awareness.

By providing an online tribute dedicated to spreading awareness about breast cancer and the importance of early detection, the Wall allows customers and communities affected by the disease to grow stronger together by encouraging patients, sharing the importance of early detection, telling survivor stories and posting in memoriam as a reminder for why the need for a cure is so great.

“At Mohawk, a number of our colleagues and customers have unfortunately been affected by breast cancer, whether personally or through their families and friends. These close-to-home experiences reinforce the importance of leading and supporting initiatives such as Susan G. Komen for the Cure and our Specify for a Cure program that are dedicated to helping those impacted by this disease,” said David Duncan, vice president of marketing at Mohawk. “By creating the Honor Wall, we’re providing a dedicated space for supporters, patients and survivors to come together in honor of breast cancer awareness and share their stories. Through the power of community we hope that those who participate and read others’ Wall posts will find comfort in knowing they are not alone.”

Importantly, breast cancer awareness must be an ongoing initiative; likewise, Mohawk’s Wall will continue well beyond October. To show support and tell stories of strength and encouragement, [click here](#) to visit the Wall. Those posting now through December 2011 will automatically be entered to win one of five pink iPod Shuffles featuring a special Specify for a Cure engraving.

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Specify for a Cure

The Wall launches as Mohawk celebrates its 10th anniversary of [Specify for a Cure](#), a cause marketing program benefitting Susan G. Komen for the Cure. This year, Mohawk is donating \$.05 - \$.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. Since the program's inception in 2001, Mohawk has contributed nearly \$4 million on behalf of its customers and employees to innovative, life-saving research and community-based outreach for breast cancer awareness and prevention.

For more information about supporting The Mohawk Group's efforts to help in the fight against breast cancer, visit <http://www.themohawkgroup.com/sustainability/specify.aspx> or share your story on [Mohawk's Honor Wall](#).

About The Mohawk Group

[Mohawk](#) and its four brands – [Karastan Contract](#), [Lees](#), [Bigelow](#) and [Durkan](#) – are helping to define the new generation of commercial carpeting. A leading manufacturer of award-winning broadloom, modular and custom carpeting for every installation, Mohawk is propelled by its legacy of world class performance, cutting-edge style and sustainable innovation. For additional information about its proven and new generation design solutions, and to learn more about what's next from Mohawk, visit www.themohawkgroup.com or call (800) 554-6637. Connect with Mohawk on [Facebook](#) and [Twitter](#).

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, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.9 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

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