

KARASTAN
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 The Mohawk Group

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Celebrating the Victory

DK-KOM



specify {for a} cure™



“Spoken softly, hope is alive.

A HEALING JOURNEY

It seems a betrayal of the body —
an impossible and supremely unfair
cheating of human potential.
Yet if you ask breast cancer survivors
about the journey they made
through disease to wellness,
you’ll hear something inconceivable.

I believe.”

Gratitude.



SUFFERING

“Trying to believe all of the pain. Why me, why me?”

These survivors have made an extraordinary journey —
a journey that began with suffering
and led to resolve.
A journey of hope.
A journey of bitterly difficult work. And ultimately,
a journey to victory.

“I will conquer. I will breathe.”

For many, the turning point in the journey is regaining some sense of control — finding inner strength to battle the daily frustrations, refusing to think like a victim.



Toro

RESOLVE



WORK

"Had to choose which way to turn."

Fear may be a daily companion on the journey.
It takes work to come through with spirit intact,
harnessing fear alongside hope.
Work works.
There are millions of breast cancer survivors
alive today.

When two meet on their journey,
stories are shared.

Their stories reaffirm faith and share grief.

Yet somehow, there is often laughter,
and there is always hope.

"Hope is my answer. It gave life back to me."



HOPE



"The sky will never close its doors on you."

VICTORY

These triumphant women and men
speak of feeling grateful for what the disease
has taught them —
about life,
about their place in it,
and about their own spirit.

"My life was given roses."

"Celebrating the Victory" explores this journey in art, music and poetry. It is inspired by those who fight for victory, including the many architects and designers who have made their strength felt through the Specify for a Cure™ program — and is dedicated to the strength of the spirit within us all.

Compliments of The Mohawk Group.



GRATITUDE

A C A L L T O A C T I O N F R O M

*You can make a difference.
Right now. All you have to do
is say "yes."*

Say "yes" the next time your rep calls about the Specify for a Cure™ program and you make possible additional support for the Susan G. Komen Breast Cancer Foundation.

With you and your clients' "yes" to the Specify for a Cure™ program, The Mohawk Group will donate 25 cents for every yard of carpet from Karastan Contract, Durkan Commercial or Durkan Patterned Carpet, furthering our ongoing support for the Komen Foundation.

The Specify for a Cure™ program began in 2001 with a commitment to our community of architects and designers, many of whom have been touched by breast cancer, directly or indirectly.

Your response was immediate and moving. Thanks to you, The Mohawk Group was able to deliver more than double the funds we pledged for the Specify for a Cure™ program's first year.

We offer "Celebrating the Victory" as a token of our gratitude.

If you would like to share the music of this limited-edition CD, downloadable MP3 files will be available at

T H E M O H A W K G R O U P

mohawkgrouppedia.com and the individual The Mohawk Group brand Web sites, along with printable files of the artwork.

The series of six original paintings by artist James August Toro — "Suffering," "Resolve," "Work," " Hope," "Victory," and "Gratitude"— will be individually auctioned online in October of 2002. All net proceeds will go to the Komen Foundation. For details, ask your rep or visit us online.

Yes, it's ambitious to believe that there can be a community-minded partnership between a corporation and the customers it serves.

Yes, the program goals are lofty.

Yes, it can make a difference.

It begins here, with you and your rep. It starts with the conviction that disease can be conquered. That we can be victorious. That your next specification could help save someone's life.

All it takes is "yes."

specify {for a} cure™



The mission of the Komen Foundation is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

HEARTBREAKING NUMBERS

Breast cancer is the leading cause of cancer deaths among women ages 40-59. Approximately 203,500 women and 1,500 men will develop breast cancer this year. An estimated 39,600 women and 400 men will die from the disease.

RALLYING HOPE

The Susan G. Komen Breast Cancer Foundation began with one woman's

promise to her dying sister, and grew to global proportions, rallying resources to put an end to breast cancer.

CATALYST FOR CHANGE

The Komen Foundation runs one of the most innovative and responsive grant programs in breast cancer today, funding research projects with potential for high impact that may be overlooked by other agencies.

SPECIFY FOR A CURE™

The Specify for a Cure™ program is a new source of contributions and involvement. For installations of premium commercial carpet brands including Karastan Contract, Durkan Commercial and Durkan Patterned Carpet, The Mohawk Group adds 25 cents per yard to their corporate donation.

FOR MORE INFORMATION ABOUT BREAST CANCER OR BREAST HEALTH,
PLEASE CALL THE NATIONAL TOLL-FREE BREAST CARE HELPLINE,
1.800 I'M AWARE® (1.800.462.9273) OR VISIT WWW.KOMEN.ORG.

Specify For a Cure™ is a trademark of the Susan G. Komen Breast Cancer Foundation