

Rachael Ray and Kenmore: "Rach to the Rescue"

- Kenmore Elite partnered with "Rach to the Rescue" and took to the road in a co-branded RV, that administered cooking makeovers
 - Seven on-air integrations prominently featured Kenmore Elite logos, incorporated host mentions and included appliances as prizes
 - Rachael drove traffic online, where home viewers could win their own Kenmore Elite and view exclusive content
- Custom Microsite
 - Kenmore ad units surrounded video-intense site
 - Segment host Alex Boylan's 50 daily webisodes
 - Archived video of Rach, Alex and celebrity chefs
 - Exclusive online Kenmore giveaways
 - Links from RR home page where Kenmore Elite is named as a presenting sponsor
- In-studio finale
 - Rach gave all 150 audience members state of the art Kenmore food processors
- In-store event
 - RV visited Sears for an exciting "meet 'n greet"

Home page link watch webisodes from the road and enter for a chance to WIN a Kenmore Elite® Double Oven Range »

Custom microsite

Rachael Ray Show - Microsoft Internet Explorer
 File Edit View Favorites Tools Help
 Address http://www.rachaelrayshow.com/rachtotherescue/

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 DISCOVER HOW
 two different dishes can be cooked at the same time.
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Rach to the Rescue

enter the giveaway »

Rachael wishes she could travel coast to coast to help viewers with their culinary dilemmas and special events. But since she's busy taping her shows, she's sending seasoned traveler Alex Boylan ("Around the World for Free") and a hand-picked team of culinary stars on the road!

As the RV rolls across America, Alex will be stopping to check out some of the amazing sights this country has to offer, meet the locals, and share the best of what they discover with daily webisodes and blogs from their journey below.

Does your town have a hidden gem? Or do you need a food rescue?
Tell Alex why the RV should roll up to your town!

related stories

- Rach to the Rescue Hits Chicago
- Rach to the Rescue ... & a Giveaway!
- Rach to the Rescue Hits Portland & a Giveaway
- Rach to the Rescue Hits Dallas & a Giveaway!

club RR Giveaways, message boards, newsletters & more. sign in or join now »

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Kenmore Want to make home & housework simpler? sign up for monthly e-mails



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