



Monumental Pancake Party Attracts Six Thousand People From Around The World

June 25, 2015

IHOP® Restaurants Partners with Kiwanis International® for Fundraiser To Kick Off Its "Summer of Smiles" Campaign

INDIANAPOLIS, June 25, 2015 /PRNewswire/ -- Today, more than six thousand pancake lovers from around the globe gathered in Monument Circle in Indianapolis, Indiana for a pancake fundraiser hosted by IHOP Restaurants and Kiwanis International. Thousands of Kiwanis volunteers, in town for their annual convention, and members of general public enjoyed free IHOP pancakes and coffee. Two dozen IHOP cooks prepared the pancakes made from more than 240 gallons IHOP's famous buttermilk pancake batter, which were accompanied by 189 gallons of maple syrup, 94 pounds of butter and 625 gallons of coffee.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7428053-ihop-summer-of-smiles-pancake-party/>

The celebratory event raised funds through voluntary donations to help eliminate maternal and neonatal tetanus through the Eliminate Project. It was the first in a series of events planned by IHOP Restaurants as part of its "Summer of Smiles" campaign that celebrates individuals and organizations which have devoted countless hours to making others smile through their philanthropy. The celebration coincides with the family-friendly brand's launch of a new 'smiling' logo and its 57th Anniversary.

"We are delighted to kick off our 'Summer of Smiles' celebration with an organization that has been dedicated to serving people around the world for years through their philanthropic endeavors," said Kirk Thompson, Vice President, Marketing, International House of Pancakes, LLC. "It is an honor to pay tribute to the thousands of Kiwanis members and supporters who, for 100 years, have worked tirelessly in their communities to put smiles on people's faces."

During the pancake party, Kiwanis accepted donations for The Eliminate Project, as part of its global effort with UNICEF to eliminate maternal and neonatal tetanus (MNT). The Eliminate Project will vaccinate more than 65 million women of childbearing age to stop the deadly disease.

"We will raise \$110 million to eradicate this tragic disease from the world and save babies from suffering an excruciating death from MNT. Our commitment to The Eliminate Project is our 100th anniversary gift to the world," said Stan Soderstrom, executive director of Kiwanis International.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 56 years, International House of Pancakes, LLC has been a leader and expert in all things breakfast and a leader in family dining. The chain is highly competitive in its menu offering, serving 65 different signature, made-to-order breakfast options as well as a range of meals under 600 calories. Beyond offering "everything you love about breakfast,(r)" IHOP(r) restaurants have a wide selection of popular lunch and dinner items, as well. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of March 31, 2015, there were 1,650 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, Kuwait, the Kingdom of Saudi Arabia, Bahrain, the Philippines and the U.S. Virgin Islands. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC and its affiliates. International House of Pancakes, LLC is a wholly-owned subsidiary of DineEquity, Inc. (NYSE: DIN). For more information or to find an IHOP restaurant near you, please visit www.IHOP.com. Follow IHOP on Facebook and Twitter.

ABOUT KIWANIS INTERNATIONAL

Founded in 1915, Kiwanis International is a global organization of clubs and members dedicated to serving the children of the world. Kiwanis and its family of clubs, including Circle K International for university students, Key Club for students age 14–18, Builders Club for students age 11–14, Kiwanis Kids for students age 6–12 and Aktion Club for adults living with disabilities, dedicate annually more than 18 million service hours to strengthen communities and serve children. The Kiwanis International family comprises nearly 600,000 adult and youth members in 80 countries and geographic areas. For more information about Kiwanis International, please visit www.kiwanis.org.





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SOURCE International House of Pancakes, LLC

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