



Pancakes With Purpose: IHOP® Restaurants Offer Free Pancakes Nationwide From 7 AM To 7 PM On March 8 For 11th Annual National Pancake Day®

March 3, 2016

Breakfast Icon Aims to Raise \$3.5 Million for Children's Miracle Network Hospitals, The Leukemia & Lymphoma Society, Shriners Hospital for Children and Other Local Charities

GLENDALE, Calif., March 3, 2016 /PRNewswire/ -- On March 8, 2016, pancake lovers nationwide will once again flock to their local IHOP® restaurant to enjoy one free short stack of buttermilk pancakes in celebration of the brand's annual National Pancake Day®. Now in its 11th year, IHOP restaurants will give away millions of free pancakes from 7 a.m. to 7 p.m. and ask guests to leave behind a voluntary donation for their local [Children's Miracle Network Hospital](#), [The Leukemia & Lymphoma Society](#), [Shriners Hospital for Children](#) and other local charities.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7428057-ihop-national-pancake-day-2016/>

In what has become a cultural phenomenon, over the last 10 years, National Pancake Day has raised \$20 million for meaningful local charities. Last year alone, IHOP restaurants served 6.6 million free pancakes—which would have created a stack nearly 19 miles high—and raised \$3.5 million for children's charities.

In 2016, IHOP aims to raise another \$3.5 million. All donations collected will remain in the local communities where they are raised and will be used to fund life-saving equipment, research, community outreach events, educational tools, and much more.

This year, in keeping with the focus on bringing neighbors together to help the community, local members of Kiwanis International and its affiliated clubs, including Key Club and Circle K, will join volunteers from the charities to help spread the message in the restaurants that every donation matters.

National Pancake Day has extended its influence beyond U.S. borders to countries such as Mexico, Canada and the Philippines. For the third consecutive year, IHOP restaurants in Canada will participate in the fundraiser by supporting [Children's Miracle Network](#). Additionally, IHOP locations in Mexico will once again raise money for [Asociación Mexicana de Ayuda a Niños con Cáncer](#) (AMANC). Funds raised by IHOP restaurants in the Philippines will benefit [The Kythe Foundation](#).

"Every pancake we give away has a purpose on National Pancake Day. Through the generosity of our guests and the hard work and commitment of our franchisees and their team members, we will help fund life-saving treatment and care for children in need," said Darren Rebelez, President, International House of Pancakes, LLC. "On behalf of everyone in the IHOP family, we are so grateful to our guests who have turned this into such an incredible event that truly makes a difference in the lives of these kids."

Prior to National Pancake Day, participating IHOP restaurants supporting Children's Miracle Network Hospitals will also sell "Miracle Balloons" for \$1 and \$5. The balloons will be available for purchase beginning February 1 through March 8. Guests who purchase a \$5 Miracle Balloon will receive a \$5 discount coupon that can be used during their next visit to IHOP. Restaurant locations that are supporting Shriners Hospitals for Children and The Leukemia & Lymphoma Society will offer similar programs.

For more information on National Pancake Day, please visit www.ihoppancakeday.com.

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at CMNHospitals.org and facebook.com/CMNHospitals.

ABOUT SHRINERS HOSPITALS FOR CHILDREN

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our 23 facilities, located in the United States, Canada and Mexico, provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate. Learn more at www.shrinershospitalsforchildren.org.

ABOUT THE LEUKEMIA & LYMPHOMA SOCIETY

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care. Founded in 1949 and headquartered in White Plains, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org.

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 high school students, Builders Club for middle school students, Kiwanis Kids for elementary school students and Aktion Club for adults living with disabilities, annually dedicate more than 18.5 million hours and raise more than \$100 million to strengthen communities and serve children. Nearly 670,000 adult and youth members in more than 80 countries and geographic areas comprise the Kiwanis International family. For more information about Kiwanis International, visit www.kiwanis.org.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 57 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 meals under 600 calories. Beyond offering "everything you love about breakfast," IHOP® 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 September 30, 2015, there were 1,667 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, Qatar, the Philippines, Guam 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).



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SOURCE IHOP Restaurants LLC

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