



## Turn Dinner Time Into Family Time: Kids Eat Free At IHOP® Restaurants: April 11 To May 6

April 11, 2016

**From 4pm to 10pm Daily, Families Can Share Quality Time, Enjoy Great Food--and Save Money!**

GLENDAL, Calif., April 11, 2016 /PRNewswire/ -- IHOP® restaurants, which have been bringing people together over a great breakfast, anytime of day for almost 58 years, are now making it easier—and more affordable—for families to spend dinner time together... From April 11 through May 6, from 4pm to 10pm, with every purchase of one adult entrée, one child 12 and under will receive an entrée from the IHOP restaurants' "Just for Kids" menu, all of which are 600 calories or less, absolutely free.



"For more than five decades now, families have made indelible memories from time shared together over a great meal at IHOP. That's not only a tradition we're proud of, it's one we want to help today's families continue," said Kirk Thompson, Senior Vice President, Marketing, International House of Pancakes, LLC. "Our 'Kids Eat Free' promotion makes it convenient, affordable and delicious for families to spend dinnertime connecting and enjoying each other's company. Quality time over a quality meal at an affordable price—another great IHOP tradition!"

A recent Columbia University [study](#) found that children who often eat dinner with their parents not only report being closer as a family, but that regular family dinners yield benefits such as better self-esteem and higher grade point averages in school. The same study has shown that eating dinner as a family is not only good for the spirit, but that dinner conversations help develop a child's vocabulary more than reading.

IHOP restaurant's "Just for Kids" menu offers a variety of choices, from more traditional dinner items like the kids' Grilled Cheese Sandwich or items like the Jr. Chicken & Waffles. Junior [Breakfastarians](#) can also choose IHOP restaurant classic items like omelettes, French toast or classic buttermilk pancakes ... because at IHOP restaurants, breakfast for dinner is not only just accepted, it's encouraged.

"We're hopeful that families will take advantage of our 'Kids Eat Free' promotion to rediscover the joy of disconnecting from technology and daily stress and rediscover the joy of connecting with each other," said Thompson.

*\*Valid April 11-May 6, 2016. Receive one free kids' entrée with each adult entrée purchase. Free entrée valid for Kids 12 and under on "just for Kids" menu items, for a limited time at participating locations. Drinks not included unless otherwise specified. Not valid with any other discounts or coupons. Dine-in only.*

### ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 57 years, International House of Pancakes, LLC has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh made-to-order breakfast options, a wide selection of popular lunch and dinner items as well as meals under 600 calories. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of December 31, 2015, there were 1683 IHOP restaurants in 50 states and the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam as well as Canada, Mexico, Guatemala, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar and the Philippines. 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](http://www.IHOP.com). Follow IHOP on [Facebook](#), [Twitter](#), and Snapchat (Username: IHOPRestaurant).

Logo - <http://photos.prnewswire.com/prnh/20150529/219581LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/turn-dinner-time-into-family-time--kids-eat-free-at-ihop-restaurants-april-11-to-may-6-300248669.html>

SOURCE International House of Pancakes, LLC

Kelsey Harrington, Wills Communications, Inc., 310-376-6600, kharrington@willscom.com; or Craig Hoffman, IHOP Restaurants, 818-637-3603, Craig.Hoffman@dineequity.com