



Applebee's® Raises \$1.3 Million for Alex's Lemonade Stand Foundation

August 30, 2017

Applebee's Neighborhood Grill + Bar Supports the Fight Against Childhood Cancer with its Most Successful Fundraising Campaign in 13 Years

GLENDALE, Calif., Aug. 30, 2017 /PRNewswire/ -- [Applebee's@Neighborhood Grill + Bar](#) restaurants surpassed their \$1 million goal and raised more than \$1.3 million for Alex's Lemonade Stand Foundation during the chain's annual campaign, from Monday, June 26 to Sunday, July 30, 2017. Applebee's restaurants have built lemonade stands to raise money for the Foundation since its founding in 2005. Over the past 13 years, Applebee's restaurants across the country have raised more than \$8 million to help fund childhood cancer research and family support programs.



Alex's Lemonade Stand Foundation fights childhood cancer one cup of lemonade at a time in honor of founder, Alexandra Scott, who held her first front-yard lemonade stand when she was battling cancer at just four years old. Alexandra's mission was to raise funds and awareness of childhood cancer for research into new treatments and cures, and to inspire others to get involved and make a difference for children with cancer.

"We are truly grateful for the efforts of our Applebee's partners and so proud of them for reaching this incredible goal of more than \$1.3 million raised," said Liz Scott, Alex's mom and co-executive director, Alex's Lemonade Stand Foundation. "Applebee's has been with us from the beginning of our Foundation, and they understand how little government funding is dedicated to childhood cancer research despite the fact that one in 285 children are diagnosed with cancer by the age of 20¹. This weekend marks the beginning of Childhood Cancer Awareness Month, and we hope awareness of successful corporate partnerships, such as Applebee's, allows us to inspire others and carry out Alex's legacy and memory."

"Each year, more and more of our franchise partners and restaurants join our campaign with Alex's, allowing us to make even more of an impact in many of our Applebee's neighborhoods across the country, uniting team members and guests with a common goal of curing childhood cancers," said John Cywinski, president, Applebee's. "I would like to extend a heartfelt thank you to our franchisees, their team members and, most importantly, our guests, for turning lemons into lemonade in the name of Alex Scott in our shared fight against childhood cancers."

As one of the largest casual dining chains in the country, nearly 1,100 Applebee's restaurants across the country joined this year's campaign by donating portions of lemonade sales, selling paper lemons and hosting a series of events like lemonade stands, golf tournaments and donation nights.

For more information on the partnership between Alex's Lemonade Stand Foundation and Applebee's, please visit <https://www.alexslimonade.org/campaign/business-partners/applebees>.

About Applebee's®

Applebee's Neighborhood Grill + Bar offers a lively casual dining experience combining simple, craveable American fare, classic drinks and local drafts. All Applebee's restaurants are owned and operated by entrepreneurs dedicated to serving their communities and offering quality food and drinks with genuine, neighborly service. Applebee's is one of the world's largest casual dining brands; as of June 30, 2017, there are nearly 2,000 Applebee's franchise restaurants in all 50 states, Puerto Rico, Guam and 15 other countries. Applebee's is franchised by subsidiaries of DineEquity, Inc. [NYSE: DIN], which is one of the world's largest full-service restaurant companies.

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About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$140 million toward fulfilling Alex's dream of finding a cure, funding over 690 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit AlexsLemonade.org.

¹ Source: Cancer Facts & Figures 2014, American Cancer Society: <http://www.cancer.org/research/cancerfactsstatistics/cancerfactsfigures2014/>



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