



## Get Free Pancakes On IHOP National Pancake Day® and Make Every Stack Count

January 31, 2018

**Guests Can Enjoy a Complimentary Stack of Buttermilk Pancakes at IHOP® Restaurants On February 27 While Helping the Brand Reach Its Fundraising Goal of \$5 Million Benefitting Children's Health Charities**

GLENDALE, Calif., Jan. 31, 2018 /PRNewswire/ -- Today, [IHOP® Restaurants announced](#) the date for its 13<sup>th</sup> annual IHOP National Pancake Day® event, the centerpiece of the all-day breakfast leader's 60 Days of Giving campaign. As the brand's signature philanthropic event, IHOP National Pancake Day and all related activities directly benefit charities dedicated to finding cures and eradicating life-threatening diseases that affect children and families, including Children's Miracle Network Hospitals, The Leukemia & Lymphoma Society, and Shriners Hospitals for Children.



On Tuesday, February 27 from 7:00 a.m. to 7:00 p.m. – with select locations participating until 10:00 p.m. – guests can receive a free short stack\* of the brand's Original Buttermilk Pancakes at IHOP Restaurants nationwide. In return, guests are asked to help make a difference by leaving a donation of any size in-restaurant or on-check, with all funds collected staying in the community where they were raised. To mark its milestone 60<sup>th</sup> year in business, IHOP and its franchisees have set an ambitious goal of raising \$5 million for children's hospitals and medical research during the two-month campaign – plus serving a record-breaking 5 million pancakes in a single day.

"For 60 years, IHOP and our franchisees have made it our mission to support the communities we serve. IHOP National Pancake Day is our declaration to pancake lovers everywhere that we are committed to giving back in meaningful ways," said Darren Rebelez, President of IHOP. "At IHOP, we think doing good is delicious. Every stack of pancakes we serve on our signature day counts toward helping our charity partners improve the health and lives of millions of children and families across the country."

Between now and March, guests have several ways to support the brand's charity partners, including:

- Visiting any IHOP Restaurant on Tuesday, February 27, 2018 during event hours\* and donating to the featured charity after enjoying a free stack of IHOP's world-famous Original Buttermilk Pancakes.
- Purchasing a wall icon in increments of \$1, \$5, \$20 or \$100 between January 31 and February 27, 2018 to show support. Guests who purchase a \$5 wall icon will receive a \$5 coupon good for a future purchase of \$10 or more (valid at participating restaurants only.)\*\*
- Enjoying a meal at any IHOP restaurant between January 31 and March 31, 2018 and making an in-restaurant cash

contribution or on-check donation to the featured charity partner.

"For our 13<sup>th</sup> annual IHOP National Pancake Day, we're honored to again partner with three incredible organizations — Children's Miracle Network Hospitals, The Leukemia & Lymphoma Society, and Shriners Hospitals for Children — that are focused on giving kids and families the life-saving care they need," said Stephanie Peterson, Executive Director, Communications at IHOP. "This year will be our biggest fundraising campaign yet, stretching over two months and filled with fun announcements that really reflect the spirit of what this IHOP-created holiday is all about."

To help bolster efforts, the brand has again teamed up with leading global service organization, Kiwanis International, who will serve as the official volunteer partner for IHOP National Pancake Day.

"We're thrilled to have Kiwanis International, an exceptional service organization, back as our official volunteer partner and appreciate all that their Club Members do to support our charity partners and IHOP National Pancake Day," continued Peterson.

As the most anticipated event of the year for pancake lovers since 2006, IHOP National Pancake Day has become a pop-culture phenomenon. With the help of millions of guests and communities, IHOP and its franchisees have raised close to \$30 million to-date for youth health, wellness and educational organizations. All the money raised during this year's 60 Days of Giving campaign – which is a nod to the brand's 60<sup>th</sup> anniversary – will stay local and benefit thousands of children's hospitals across the country.

In addition to locations throughout the United States, IHOP restaurants in Canada, Puerto Rico, Guam and Mexico will also celebrate IHOP National Pancake Day on February 27. For the fifth consecutive year, funds raised in Canada will benefit [Children's Miracle Network Hospital](#); funds raised in Puerto Rico will also be donated to local [Children's Miracle Network Hospitals](#); IHOP locations in Mexico will once again raise money for [Asociación Mexicana para Ayuda a Niños con Cáncer](#) (AMANC); and Guam-based IHOP restaurants will support [Make a Wish](#).

For more information on IHOP National Pancake Day and the 60 Days of Giving campaign, including restaurant hours and charity support by restaurant, please visit [www.ihoppancakeday.com](http://www.ihoppancakeday.com).

Contact [media@ihop.com](mailto:media@ihop.com) for interview requests, to request gift cards for audience use, arrange an in-studio pancake demonstration, or coordinate a remote live-feed from one of our locations.

#### **ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC**

For 60 years, IHOP 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. Today, there are more than 1,750 IHOP restaurants around the world, including restaurants in all 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, Panama, Lebanon, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar, Thailand, India and The Philippines. IHOP restaurants are franchised by affiliates of Glendale, Calif.-based DineEquity, Inc. (NYSE:DIN)

#### **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](http://CMNHospitals.org) and [facebook.com/CMNHospitals](https://facebook.com/CMNHospitals).

#### **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, multiple 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 Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit [www.LLS.org](http://www.LLS.org). Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

#### **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. Their 22 locations in the United States, Canada, and Mexico provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. Since 1922, Shriners Hospitals for Children has provided care, comfort, hope and life-changing medical services to more than 1.3 million children, regardless of the families' ability to pay. Visit [ShrinersHospitalsforChildren.org](http://ShrinersHospitalsforChildren.org) for more information.

#### **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 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](http://www.kiwanis.org)

#### **Forward-Looking Statements**

Statements contained in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by words such as "may," "will," "should," "could," "expect," "anticipate," "believe," "estimate," "intend," "plan" and other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those expressed or implied in such statements. These factors include, but are not limited to: the effect of general economic conditions; the Company's indebtedness; risk of future impairment charges; trading volatility and the price of the Company's common stock; the Company's results in any given period differing from guidance provided to the public; the highly competitive nature of

the restaurant business; the Company's business strategy failing to achieve anticipated results; risks associated with the restaurant industry; risks associated with locations of current and future restaurants; rising costs for food commodities and utilities; shortages or interruptions in the supply or delivery of food; ineffective marketing and guest relationship initiatives and use of social media; changing health or dietary preferences; our engagement in business in foreign markets; harm to our brands' reputation; litigation; fourth-party claims with respect to intellectual property assets; environmental liability; liability relating to employees; failure to comply with applicable laws and regulations; failure to effectively implement restaurant development plans; our dependence upon our franchisees; concentration of Applebee's franchised restaurants in a limited number of franchisees; credit risk from IHOP franchisees operating under our previous business model; termination or non-renewal of franchise agreements; franchisees breaching their franchise agreements; insolvency proceedings involving franchisees; changes in the number and quality of franchisees; inability of franchisees to fund capital expenditures; heavy dependence on information technology; the occurrence of cyber incidents or a deficiency in our cybersecurity; failure to execute on a business continuity plan; inability to attract and retain talented employees; risks associated with retail brand initiatives; failure of our internal controls; and other factors discussed from time to time in the Company's Annual and Quarterly Reports on Forms 10-K and 10-Q and in the Company's other filings with the Securities and Exchange Commission. The forward-looking statements contained in this release are made as of the date hereof and the Company assumes no obligation to update or supplement any forward-looking statements.

*\* Limit one offer per guest. One free short stack of Buttermilk Pancakes on February 27, 2018 from 7 am – 7 pm: participating restaurants and hours may vary. Check with your local IHOP restaurant for details. Dine-in only.*

*\*\* Issuance and redemption of coupons at participating restaurants only. Redemption expires Saturday, March 31, 2018 unless otherwise stated.*



**C** View original content with multimedia: <http://www.prnewswire.com/news-releases/get-free-pancakes-on-ihop-national-pancake-day-and-make-every-stack-count-300590509.html>

SOURCE IHOP Restaurants

Alexandra Shapiro, DeVries Global, + 1 212-546-8510, AShapiro@devriesglobal.com