



IHOP® Announces “Pancakes for Life” Sweepstakes as Part of National Pancake Day Celebration on Tuesday, February 25

February 18, 2020

The One Day Only, In-Restaurant Event Gives Guests the Chance to Win One of 250,000 Incredible Prizes While Enjoying a Free Short Stack of Buttermilk Pancakes from 7 a.m. – 7 p.m., All for a Good Cause

Donations Collected at IHOP on National Pancake Day Benefit Children’s Miracle Network Hospitals and Other Charities

GLENDAL, Calif.--(BUSINESS WIRE)--Feb. 18, 2020-- IHOP® National Pancake Day is back on Tuesday, February 25, at participating restaurants nationwide and this year IHOP is taking the event to the next level. Every guest who visits IHOP from 7 a.m. to 7 p.m. (or until 10 p.m. at select locations) can enjoy a free short stack of buttermilk pancakes* and try their luck at winning one of more than 250,000 instant win prizes plus the grand prize of “Pancakes for Life”. **

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200218005091/en/>



To enter, guests simply need to scan a QR code located on the signage at their table to find out if they’re an instant prize winner. By completing the required information, all participants will also be entered into the grand prize drawing.

Instant win prizes include limited-edition pancake-themed merchandise such as bicycles, scooters, customizable jackets, handmade berets and more. In addition to the “Pancakes for Life” grand prize, ten lucky winners will also score \$500 in IHOP gift cards.

Now in its 15th year, IHOP National Pancake Day is the brand’s signature giving event. This year, IHOP and its franchisees aim to raise more than \$4 million for its national charity partner, Children’s Miracle Network Hospitals, and other local charities including Shriner’s Hospitals for Children and the Leukemia and Lymphoma Society.

IHOP National Pancake Day is back on Tuesday, February 25! Guests can enjoy a free short stack of buttermilk pancakes and try their luck at winning one of more than 250,000 instant win prizes plus the grand prize of “Pancakes for Life”. (Photo: Business Wire)

“IHOP launched its National Pancake Day event 15 years ago as a way to celebrate the best food ever – pancakes – and put a purpose behind the day by partnering with Children’s Miracle Network Hospitals and

other charities to help kids in our communities,” said Stephanie Peterson, Executive Director of Communications, IHOP.

“This year, we really amped up our annual celebration by creating the ultimate IHOP fan sweepstakes where one lucky pancake-er will walk away with ‘Pancakes for Life,’” continued Peterson. “At IHOP, bigger is better so we’re also giving away more than 250,000, one-of-a-kind, instant win pancake-themed prizes, everything from custom bikes to design-your-own bomber jackets to collectible watches. This is unlike anything we’ve ever done before on National Pancake Day, and the only way for guests to try and score one of these items is by visiting an IHOP restaurant on Tuesday, February 25.”

Since 2006, IHOP has raised more than \$30 million for its charity partners, helping make miracles happen for kids facing critical illnesses and disabilities. Guests can donate on-check, with cash at donation boxes or by purchasing a wall tag at the restaurant.

“The communities where IHOP and our franchisees operate is at the core of everything we do, and National Pancake Day serves as a great example of our commitment to helping the kids and families who are our guests, neighbors, friends and family,” said Peterson.

More than 32 million patients visit one of the 170 Children’s Miracle Network Hospitals in North America each year. Donations raised on IHOP National Pancake Day will help provide families with everything from critical care to necessary items like chemotherapy, which costs up to \$7,000 a treatment, or even a package of premie diapers.

Every dollar raised during the IHOP National Pancake Day campaign stays local and supports the nearest children’s hospital associated with the

charity partners.

The IHOP National Pancake Day “Pancakes for Life” sweepstakes is open to guests age 13 or older. Some restrictions may apply. See official contest rules at bit.ly/IHOPSweepsRules. For more information about IHOP National Pancake Day and the “Pancakes for Life” sweepstakes, and to read the sweepstakes terms and conditions, visit IHOPPancakeDay.com.

**Dine-in only. One free short stack per guest. Participation and hours may vary by restaurant. Please contact your local IHOP for details.*

***The “Pancakes for Life” grand prize will be paid out in gift cards totaling \$15,000. The grand prize winner will be announced on or around March 7, 2020. See official rules at: bit.ly/IHOPSweepsRules.*

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 61 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 and India. IHOP restaurants are franchised by affiliates of Glendale, Calif.-based Dine Brands Global (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 \$7 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, and learn about your member hospital, at CMNHospitals.org and facebook.com/CMNHospitals.

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Source: IHOP

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