



IHOP® Cancels Annual National Pancake Day and Issues Guests An “IOU”

February 16, 2021

Guests Who Sign up for MyHOP Email Club by March 31 Will Receive a Free Short Stack Redeemable Throughout April 2021

Donations Collected in Restaurants, on Checks or Online Benefit Children’s Miracle Network Hospitals and Other Charities

GLENDAL, Calif.--(BUSINESS WIRE)--Feb. 16, 2021-- For more than 15 years, IHOP has celebrated National Pancake Day®, a one-day, in-restaurant event where guests can enjoy a free Short Stack* of IHOP’s signature buttermilk pancakes, while also supporting the brand’s national and local charity partners. Despite an unwavering love of pancaking together under IHOP’s iconic blue roof, the safety of guests and team members remains IHOP’s top priority. With that in mind, IHOP today announced the brand is cancelling its annual one-day celebration – and flipping it into a month-long event, issuing an IOU for a free Short Stack to be redeemed throughout the month of April.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210216005287/en/>



To qualify for the offer, IHOP is giving its nearly 9 million existing MyHOP email club members - and those who register for MyHOP by March 31, 2021 – an IOU coupon good for a free Short Stack of buttermilk pancakes starting on April 1, 2021*. That coupon can be redeemed throughout the month of April in-restaurant or to-go via IHOP.com or the IHOP Mobile App. Anyone who is not a MyHOP member can still get a free Short Stack during this time with a minimum \$10 purchase in restaurants or to-go by downloading a coupon via IHOP.com or the IHOP app**.

“At IHOP, our top priority is the safety of our guests and team members,” said Jay Johns, President at IHOP. “Given nothing about this past year has been ordinary – and while we look forward to celebrating National Pancake Day with guests under our blue roof in the future – we recognize it’s not possible to gather millions of our closest family and friends in our restaurants

IHOP cancels annual National Pancake Day and issues guests an "IOU" (Graphic: Business Wire)

on a single day this year. As a result, we decided to flip National Pancake Day on its head and give our guests an entire month to redeem their free Short Stack with an IOU, while also continuing to put purpose behind our pancakes by giving back to those most in need: our charity partners.”

National Pancake Day has always been a moment to put purpose behind the pancakes and give back to children in communities across the country. Throughout April, IHOP is encouraging guests to make an on-check, in-restaurant or online donation for as little as \$1 to support our national charity partner, Children’s Miracle Network Hospitals, and other local charities, including Shriners Hospitals for Children and the Leukemia and Lymphoma Society.

“For the past 16 years, funds raised during IHOP’s National Pancake Day have helped local children’s hospitals treat millions of kids and their families,” said Teri Nestel, president and CEO of Children’s Miracle Network Hospitals. “We are grateful to IHOP’s customers and franchisees for confronting the many challenges of 2020 and adopting a month-long fundraising campaign to help us continue to change kids’ health, and change the future – for all of us.”

More than 32 million patients visit one of the 170 Children’s Miracle Network Hospitals in North America each year. Donations raised as part of IHOP’s National Pancake Day celebration will help provide families with everything from critical care to essential items. Over the past 15 years, IHOP guests have raised over \$30 million for various children’s hospitals throughout the country. For more information on how to donate, please visit ihoppancakeday.com.

IHOP has added enhanced health and safety protocols in accordance with CDC, FDA, and state and local guidelines. To learn more about IHOP’s COVID-19 response, visit ihop.com/covid-19-response. Additionally, not all restaurants are open for dine-in service. To confirm if your IHOP restaurant is open for dine-in service, call your local restaurant.

**Limit one free Short Stack for dine-in or online via the IHOP website or mobile app. Not valid with other offers, coupons or discounts. No cash value. Void if copied, photographed, scanned, reproduced or altered in any way. Participation and hours may vary by restaurant; not valid for redemption at IHOP restaurants in New York or Washington, D.C. Please contact your local IHOP for details.*

*** One free Short Stack per order of \$10 or more via the IHOP website, mobile app or dine-in at participating IHOP locations. Tax and gratuity excluded. Not valid with other offers, coupons or discounts. Other restrictions may apply.*

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 62 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, including Ultimate Steakburgers. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of July 29, 2020, there are 1,841 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, Inc. (NYSE: [DIN](#)).

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals that support the health of 10 million kids each year across the U.S. and Canada. Donations go to local hospitals to fund critical life-saving treatments and healthcare services, along with innovative research, vital pediatric medical equipment, child life services that put kids' and families' minds at ease during difficult hospital stays and financial assistance for families who could not otherwise afford these health services. When we improve the health of all children and allow them the opportunity to reach their full potential, we also improve our communities for years to come. Together, we can change kids' health. Together, we can change the future. To learn about Children's Miracle Network Hospitals and your local children's hospital, visit cmnhospitals.org.

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