



Applebee's® and Alex's Lemonade Stand Foundation Team Up to Crush Childhood Cancer

August 7, 2023

Applebee's® restaurants nationwide will become "Lemonade Stands" for the next six weeks and raise funds to end pediatric cancer; In 19 years, Applebee's has raised enough money to fund 290,000 hours of childhood cancer research so scientists can search for more cures for all kids with cancer.

PASADENA, Calif.--(BUSINESS WIRE)--Aug. 7, 2023-- Today, Applebee's® kicked off its annual fundraiser for [Alex's Lemonade Stand Foundation](#) (ALSF), a nonprofit organization dedicated to funding pediatric cancer research and family support programs. Now through September 17, Applebee's restaurants nationwide will transform into "Lemonade Stands" and invite guests and neighbors to join in the fight to end childhood cancer. Since the partnership first began in 2005, Applebee's has raised more than \$14.5 million for ALSF, funding 290,000 hours of pediatric cancer research so scientists can search for more cures for all kids with cancer.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230807422360/en/>



Applebee's restaurants nationwide will become "Lemonade Stands" through September 17, 2023 to raise funds for pediatric cancer research in partnership with Alex's Lemonade Stand Foundation. (Photo: Business Wire)

"We're proud to partner with Alex's Lemonade Stand Foundation and to have raised \$14.5 million over the past 19 years for pediatric cancer research," said Tony Moralejo, Applebee's President. "At Applebee's, we're dedicated to both Eat' Good – and Doin' Good – in the

Neighborhood, and we can't wait to raise more than ever this year to crush childhood cancer with the help of our guests and franchisees!"

This year, guests can join Applebee's to support ALSF's Childhood Cancer Heroes fighting cancer in the following ways:

- Add \$1 and \$5 Digital Lemons to their cart when ordering on [Applebees.com](#) or the Applebee's mobile app.
- Click the "Donate Now" button to contribute when purchasing an Applebee's Gift Card on [Applebees.com](#).
- Enjoy a refreshing Lemonade or Fruit Flavored Lemonade at Applebee's on August 20, National Lemonade Day, and Applebee's will donate 25 cents of each lemonade sold.
- Head to your Applebee's to learn more ways your local restaurant may be participating!

"Applebee's is truly one of ALSF's most dedicated partners, raising money every year since 2005," said Liz Scott, Alex's mom, and Co-Executive Director of Alex's Lemonade Stand Foundation. "While the fight against childhood cancer continues, so does the support of Applebee's restaurants and guests across the country. We are so grateful for their continued partnership to help find cures and support families during their child's treatment and beyond."

Alex's Lemonade Stand Foundation was established in 2005 to continue the mission of Alexandra "Alex" Scott. While fighting her own battle with neuroblastoma, Alex set up a lemonade stand in her front yard to raise money for "doctors to find a cure for all childhood cancers." Since her first stand, the Foundation has grown into one of the leading funders of pediatric cancer research in the country, raising more than \$250 million and funding over 1,000 research projects. In 2021, one of those research projects led to the discovery of a cure for a specific type of neuroblastoma – the disease that Alex fought hard against. To learn about other ALSF heroes, such as Jonathon who no longer has to receive treatments for acute lymphoblastic leukemia, visit [applebees.com/alexslimonade](#).

For more than 40 years, Applebee's restaurants have been committed to Doin' Good in the Neighborhood®. Local restaurants make a positive impact on the communities around them throughout the year by hosting hundreds of events or fundraisers in their restaurants, whether to help local heroes and military, support children and schools, raise funds for local charities that help neighbors, or even to help their own team members who may be in need. In addition to these local efforts, for the past 15 years, Applebee's and its franchisees have thanked veterans and active military on Veterans Day by serving more than 11.3 million free meals. Together, Applebee's donates millions of dollars and thousands of volunteer hours to Doin' Good in the Neighborhood each year.

About Applebee's®

As one of the world's largest casual dining brands, Applebee's Neighborhood Grill + Bar serves as America's kitchen table, offering guests a lively dining experience that combines simple, craveable American fare with classic drinks and local drafts. Applebee's makes it easy for family and friends to connect with one another, whether it's in a dining room or in the comfort of a living room, Eat' Good in the Neighborhood™ is a familiar and affordable escape from the everyday. Applebee's restaurants are owned and operated by entrepreneurs dedicated to more than serving great food, but also building up the communities that we call home. From raising money for local charities to hosting community fundraisers, Applebee's is always Doin' Good in the Neighborhood®. Applebee's franchise operations consisted of 1,662 Applebee's restaurants in the United States, two U.S. territories, and 11 countries outside the United States as of June 30, 2023. This number does not include two domestic Applebee's ghost kitchens (small kitchens with no store-front presence, used to fill off-premise orders) and 12 Applebee's international ghost kitchens. Applebee's is franchised by subsidiaries of Dine Brands Global 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 4-year-old Alexandra "Alex" Scott, who was fighting cancer and wanted to raise money to find cures for all children with cancer. Her spirit and determination inspired others to support her cause, and when she passed away at the age of 8, she had raised \$1 million. Since then, the Foundation bearing her name has evolved into a national fundraising movement. Today, ALSF is one of the leading funders of pediatric cancer research in the U.S. and Canada raising more than \$250 million so far, funding over 1,000 research projects and providing programs to families affected by childhood cancer. For more information, visit AlexsLemonade.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.

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