



## IHOP® Announces Nationwide Community Platform, Stacking Up Joy, Designed to Bring People Together

February 1, 2024

*This February, Actress and Loyal IHOP Guest Xochitl Gomez Joins IHOP's Month of Giving and Annual National Pancake Day Returning on February 13*

PASADENA, Calif.--(BUSINESS WIRE)--Feb. 1, 2024-- Today, IHOP® announced the launch of Stacking Up Joy, a nationwide platform designed to bring people together in the communities its restaurants serve. Giving back to others on a national and local scale is part of IHOP's 65-year-old heritage, from supporting people experiencing food insecurity to the many individual franchise efforts in supporting smiles. IHOP's Stacking Up Joy is a brand-wide effort sustained at every level of the business.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240201102499/en/>



Actress and Loyal IHOP Guest Xochitl Gomez Joins IHOP's Month of Giving and Annual National Pancake Day Returning on February 13. (Photo: Business Wire)

To kick-off the Stacking Up Joy program, IHOP is partnering with Feeding America® for a Month of Giving campaign that addresses food insecurity in local communities across the United States.

Guests will be invited to add \$1, \$2, \$3 or

more onto their checks in restaurant or when ordering online. For every \$1 donated to the campaign during the entire month of February, 10 meals\* will be provided to people facing hunger.

"At IHOP, we're focused on serving our communities great food and value. Our restaurants and franchisees are integral parts of their local communities, serving up joy through their favorite IHOP menu items or helping them access the food they need to achieve long-term food security," said Kieran Donahue, Chief Marketing Officer, IHOP. "Our purpose of spreading more joy to more guests in our communities is why establishing a program like Stacking Up Joy is a natural fit for us, as we support families facing hunger around the country."

Actress Xochitl Gomez is helping bring attention to IHOP's Month of Giving and the brand's annual National Pancake Day celebration on February 13, where every guest who dines in-restaurant between 7 am – 7 pm will receive a free Short Stack of Buttermilk Pancakes.\*\*

"I am excited to work with IHOP this month for their Month of Giving campaign and in celebration of the best day of the year, National Pancake Day," said Gomez. "Growing up, I've always enjoyed dining with my family and friends at IHOP. IHOP's Month of Giving campaign is the perfect combination of eating at my favorite restaurant, giving back to the community, and leaving with a smile and full heart."

As a pillar of the Stacking Up Joy platform, IHOP's Feeding America initiative will fight hunger in local communities and support the organization's efforts of advocating for policies that create long-term solutions to food insecurity. The Stacking Up Joy platform will continue to support other moments throughout the year where IHOP team members, franchisees, and guests will have the opportunity to make an impact where they live and spread more joy through community efforts and partnerships with local organizations.

"Millions of people are working hard every day to provide for themselves and their families, yet nearly 1 in 7 people in the U.S. are unable to access the food they need to thrive," said Lauren Biedron, Senior Vice President of Corporate Partnerships at Feeding America. "Tackling food insecurity is not something we can do alone, and we are thrilled to have partners like IHOP join us in the movement to end hunger – to directly support our communities and nourish futures."

For more information on IHOP's Stacking Up Joy platform or to find the nearest restaurant, please visit [IHOP.com](https://www.IHOP.com).

\*From February 1 – 29, 2024, guests will have the opportunity to donate to Feeding America on their checks and through [IHOP.com](https://www.IHOP.com). \$1 helps provide at least 10 meals secured by Feeding America on behalf of local partner food banks.

\*\*Free pancakes on February 13 are limited to one short stack, three buttermilk pancakes, per guest and available during the promotional hours of 7am – 7pm in participating IHOP restaurants nationwide. Short stack is \$1 donation in New York and New Jersey.

### ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For more than 65 years, IHOP has been a leader, innovator and expert in all things breakfast, lunch and dinner. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items, including Ultimate Steakburgers, Hand Crafted Melts, Burritos & Bowls and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2023, there are 1,794 IHOP restaurants around the world, including restaurants in all 50 states, two U.S. territories and 13 countries outside the United States. IHOP restaurants are franchised by affiliates of Pasadena, Calif.-based Dine Brands Global, Inc. (NYSE: DIN).

### ABOUT FEEDING AMERICA

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and

meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment. We partner with people experiencing food insecurity, policymakers, organizations, and supporters, united with them in a movement to end hunger. Visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more.

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