Applebee's® Celebrates 20 Years of Fighting Childhood Cancer with Alex's Lemonade Stand Foundation

July 29, 2024

Applebee's kicks off annual fundraiser in U.S. restaurants and will donate 50¢ from the sale of each NEW Rockin' Poppin' Strawberry Lemonade to Alex's Lemonade Stand Foundation

PASADENA, Calif.--(BUSINESS WIRE)--Jul. 29, 2024-- 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. In celebration of its 20-year partnership with ALSF, now through September 2, Applebee's will donate 50¢ from the sale of every NEW Rockin' Poppin' Strawberry Lemonade sold in restaurant to ALSF. Additionally, Applebee's restaurants nationwide will transform into "Lemonade Stands" and invite guests and neighbors to join in the fight to end childhood cancer.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20240729007965/en/

Applebee's is celebrating 20 years of fighting childhood cancer by donating 50 cents from every NEW Rockin' Poppin' Strawberry Lemonade to its longstanding charity partner, Alex's Lemonade Stand Foundation. (Graphic: Business Wire)

Since the partnership first began in 2005, Applebee's has raised more than $16 million for ALSF, funding 320,000 hours of pediatric cancer research for scientists to search for more cures for all kids with cancer.

"We're honored to celebrate 20 years of partnership with Alex's Lemonade Stand Foundation and to have raised more than $16 million to fund lifesaving pediatric cancer research," said Applebee's President Tony Moralejo. "At Applebee's, we take Doin' Good in the Neighborhood to heart and together with our franchisees and guests, look forward to raising more than ever this year!"

This year guests can join Applebee's to support ALSF's Childhood Cancer Heroes in their fight through the following ways:

- Add $1 and $5 Digital Lemons to their cart when ordering on Applebees.com or the Applebee's mobile app.
- Enjoy a refreshing NEW Rockin' Poppin' Strawberry Lemonade when dining in restaurant – from which 50¢ will be donated to ALSF.
- Click the "Donate Now" button to contribute when purchasing an Applebee's Gift Card on Applebees.com.
- Head to your local Applebee's to learn more ways your local restaurant may be participating!

"Applebee's is one of ALSF's first partners and over the years their commitment to the cause has only grown. Their prominence and national reach have helped to introduce countless people over the years to ALSF and raised more than $16 million in the fight against childhood cancer," said Liz Scott, Alex's mom and Co-Executive Director of Alex's Lemonade Stand Foundation. "We are truly grateful for their continued partnership to help find cures and support families during their child's treatment and beyond."

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. By the time Alex passed away at the age of 8, she had raised $1 million. Since then, the Foundation bearing her name has evolved into a worldwide fundraising movement and the largest independent childhood cancer charity in the U.S. ALSF is a leader in funding pediatric research projects across the globe and providing programs to families affected by childhood cancer. For more information, visit AlexsLemonade.org.

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 17 years, Applebee's and its franchisees have thanked veterans and active military on Veterans Day by serving more than 11.7 million free meals. Together, Applebee's and its franchisees donate millions of dollars and thousands of volunteer hours to Doin' Good in the Neighborhood each year.

To find your local restaurant to dine in, visit Applebees.com/restaurants. To order Applebee's To Go or delivery, visit Applebees.com or the Applebee's mobile app (iOS, Google)

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, Eatin' 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 1,636 Applebee's restaurants in the United States, two U.S. territories

and 12 countries outside the United States as of March 31, 2024. This number does not include one domestic Applebee’s ghost kitchen (small kitchens with no store-front presence, used to fill off-premise orders) and 11 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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