



Applebee's® Celebrates 21 Years of Fighting Childhood Cancer with Alex's Lemonade Stand Foundation

July 14, 2025

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

PASADENA, Calif.--(BUSINESS WIRE)--Jul. 14, 2025-- 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 21-year partnership with ALSF, now through August 31, Applebee's will donate 50¢ from the sale of every NEW Strawberry Lemon Sunshine 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/20250714840305/en/>



Since the partnership first began in 2005, Applebee's has raised more than \$18 million for ALSF, funding 360,000 hours of

pediatric cancer research for scientists to search for more cures for all kids with cancer.

"We're honored to celebrate 21 years of partnership with Alex's Lemonade Stand Foundation and to have raised more than \$18 million to fund lifesaving pediatric cancer research," said John Peyton, Applebee's president and Dine Brands CEO. "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, \$5, \$10 or \$20 Digital Lemons to their cart when ordering on [Applebees.com](#) or the Applebee's mobile app.
- Enjoy a refreshing NEW Strawberry Lemon Sunshine 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 most dedicated partners, raising money in neighborhoods across the country since 2005," said Liz Scott, Alex's mom, and Co-Executive Director of Alex's Lemonade Stand Foundation. "Applebee's prominence and national reach have helped introduce countless people over the years to ALSF and raised more than \$18 million in the fight against childhood cancer. 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 18 years, Applebee's and its franchisees have thanked Veterans and Active Duty military on Veterans Day by serving more than 12.2 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, Eat 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 and its franchise operations together consisted of 1,594 Applebee's restaurants in the United States, two U.S. territories and 15 countries outside the United States as of March 30, 2025. 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 six 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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Source: Applebee's