



Applebee's® Aims to Raise Over \$1.5 Million for Childhood Cancer Research with Annual Alex's Lemonade Stand Foundation Fundraiser

July 13, 2026

Celebrating a 22-year partnership that has raised over \$20 million, Applebee's kicks off its 'Squeeze Out Childhood Cancer' campaign, donating 50¢ from every NEW Lemon Berry Sunshine beverage sold

- From July 13 to August 30, Applebee's restaurants in the U.S. are raising **childhood cancer awareness** by inviting guests to support **pediatric cancer research** and family programs
- 50¢ of every NEW Lemon Berry Sunshine drink sold will go directly to Alex's Lemonade Stand Foundation (ALSF) **childhood cancer charity**
- This year's campaign aims to raise more than \$1.5 million to fund research for **childhood cancer cures** and to help families **pay for cancer treatment**

PASADENA, Calif.--(BUSINESS WIRE)--Jul. 13, 2026--

Today, Applebee's® kicked off its "Squeeze Out Childhood Cancer" fundraiser for [Alex's Lemonade Stand Foundation](#) (ALSF), the largest independent charity in the U.S. dedicated to **childhood cancer research** and family support. In celebration of its 22-year partnership, Applebee's aims to **raise more than \$1.5 million** this year to help fund lifesaving research and provide critical support to families.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260713436898/en/>



Now through August 30, Applebee's will donate 50¢ from every **NEW Lemon Berry Sunshine** sold for both dine-in and To Go

to ALSF. Additionally, Applebee's restaurants nationwide will transform into "Lemonade Stands," raising childhood cancer awareness and inviting guests and neighbors to join in the fight to end pediatric cancer.

Since the partnership first began in 2005, Applebee's has raised **more than \$20 million** for ALSF, including more than 2.2 million in 2025 alone, helping to fund more than 360,000 hours of pediatric cancer research for cures for all kids with cancer.

"We're honored to celebrate 22 years of partnership with Alex's Lemonade Stand Foundation and to have raised more than \$20 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:

- Enjoy a refreshing NEW Lemon Berry Sunshine in-restaurant or To Go
- Add **\$1, \$5, \$10 or \$20 Digital Lemons** to their cart when ordering online or through the mobile app
- Donate directly to ALSF during checkout when you purchase an Applebee's gift card online
- Head to your local Applebee's to learn more ways your local restaurant may be participating!

"After 22 years, Applebee's continues to be a committed partner who has shown tremendous support of our core mission," said Liz Scott, Alex's mom and Co-Executive Director of Alex's Lemonade Stand Foundation. "Their prominence and national reach have helped to introduce countless people over the years to ALSF and raised more than \$20 million in the fight against childhood cancer. We are so grateful to be a part of a community that is Doin' Good in the Neighborhood across the country."

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 cancer research projects across the globe and providing programs to families affected by childhood cancer. For more information, visit AlexsLemonade.org.

For more than 45 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 12.7 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 and its franchise operations together consisted of 1,498 Applebee's restaurants globally as of March 29, 2026. This number does not include 71 company-owned Applebee's restaurants. 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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