



## **Newly Crowned Miss America 2011, Teresa Scanlan, to Serve as Spokesperson for IHOP's National Pancake Day Celebration**

January 18, 2011

### **Miss America Flips Over Opportunity to Help Raise Millions for Children's Miracle Network Hospitals as IHOP Prepares to Give Away Millions of Free Pancakes Nationwide March 1**

GLENDALE, CA, Jan 18, 2011 (MARKETWIRE via COMTEX) -- Immediately following her crowning as Miss America 2011 on Saturday, Teresa Scanlan announced that she will serve as spokesperson for IHOP's sixth National Pancake Day celebration benefitting Children's Miracle Network Hospitals. Hoping to raise more than \$2.3 million for children's hospital programs, IHOP will give away millions of its signature buttermilk pancakes on Tuesday, March 1, 2011 from 7 a.m. to 10 p.m. In return, America's favorite restaurant for breakfast, lunch and dinner asks that guests make a voluntary donation to support local children's hospitals through Children's Miracle Network Hospitals, and other local charities.

"I love pancakes, and what a fun way to start my year of service as Miss America 2011. I am honored to serve as a national Goodwill Ambassador for Children's Miracle Network Hospitals and its fundraising partnership with IHOP on National Pancake Day," said Teresa Scanlan. "IHOP has raised more than \$5 million in just five years and I am determined to make 2011 the most successful effort ever."

IHOP launched its National Pancake Day celebration in 2006 to benefit the communities in which it operates. Last year's fundraiser was the largest one-day event in IHOP's 52-year history with more than four million pancakes given away and more than \$2.1 million raised for local children's hospitals and other worthy causes. To date, IHOP has raised more than \$5 million dollars in support of local charities and hopes to raise at least \$2.3 million in 2011.

"National Pancake Day has become a highly anticipated event each year. It brings families and friends together in an effort to help children in our communities," said Jean Birch, IHOP president. "We are so pleased to welcome Teresa to our National Pancake Day family and we are excited to partner with the Miss America Organization in support of Children's Miracle Network Hospitals as we continue to make a difference in the lives of children across the country."

For more information about National Pancake Day, to find a local IHOP, or to donate to Children's Miracle Network Hospitals, please visit [www.IHOPpancakeday.com](http://www.IHOPpancakeday.com).

**ABOUT IHOP** For 52 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. The first IHOP opened in Toluca Lake, Calif. in 1958, and as of September 30, 2010, there were 1,483 IHOPs in 50 states and the District of Columbia, Canada, Mexico, Puerto Rico and the U.S. Virgin Islands. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC and its affiliates. International House of Pancakes, LLC is a wholly-owned subsidiary of DineEquity, Inc. (NYSE: DIN).

**ABOUT THE MISS AMERICA ORGANIZATION** The Miss America Organization is one of the nation's leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year, the Miss America Organization and its state and local affiliates made available more than \$45 million in scholarship assistance. For more information, visit [www.missamerica.org](http://www.missamerica.org).

**ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS** Children's Miracle Network Hospitals(R) raises funds for 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at <http://childrensmiraclenetworkhospitals.org/>

**\*\*\*NOTE TO EDITORS:** For centuries, the English have 'flipped' for pancakes in celebration of Shrove Tuesday, which heralds the beginning of fasting during Lent. Long ago, strict rules prohibited the eating of all dairy products during Lent so pancakes were made to use up the supply of eggs, milk, butter and other dairy products... hence the name Pancake Tuesday. While IHOP's National Pancake Day typically takes place on Shrove Tuesday, this year the company will host its free pancake event on Tuesday, March 1.

Image Available: [http://www2.marketwire.com/mw/frame\\_mw?attachid=1482307](http://www2.marketwire.com/mw/frame_mw?attachid=1482307)

SOURCE: IHOP