



2012 Miss America Contestants Create Pre-Pageant Pancake Pandemonium in Las Vegas

January 5, 2012

53 State Winners Join Miracle Kids to Flip, Stack and Gobble Pancakes to Help Raise \$2.7 Million for Children's Miracle Network Hospitals

LAS VEGAS, NV, Jan 05, 2012 (MARKETWIRE via COMTEX) --Who:

53 Miss America 2012 Contestants Art McMaster, President & CEO, Miss America Organization Children's Miracle Network Hospitals' "Miracle Children" Destiny Carreon, a five year old boy who suffers from a brain tumor, and Hernan, a 15 year old boy who has been diagnosed with Chiari Malformation and Syringomelia, a neurological disorder. Both receive treatment at St. Rose Hospital in Las Vegas.

Cindee Starkie, Director, Corporate Partnerships, Children's Miracle Network Hospitals Patrick Lenow, Executive Director, Corporate Communications, IHOP Restaurants

What: As they prepare for the 2012 Miss America Pageant, airing live on ABC January 14, all 53 contestants will swap their evening gowns for aprons and join two "Miracle Kids" from St. Rose Hospital for a fun and playful pancake pandemonium event. The buttermilk batter will fly as the ladies take their spirit of friendly competition from the stage to the griddles as they race to flip, stack, cook, serve and consume plates and plates of IHOP's world famous pancakes for Children's Miracle Network Hospitals.

Why: Contestants will flip, stack, create original designs and dine on heaps of hot cakes in an effort to raise awareness about IHOP's National Pancake Day celebration, a nationwide fundraising effort that aims to raise \$2.7 million for Children's Miracle Network Hospitals and other local charities throughout the United States. The newly crowned 2012 Miss America will serve as a Children's Miracle Network Hospitals spokesperson in support of National Pancake Day, one of the first charity events that will kick off her year of service.

When: Friday, January 6, 2012, 7:00 a.m. - 8:00 a.m.

Where: London Club on the Mezzanine Level Planet Hollywood Resort & Casino 3667 Las Vegas Boulevard South Las Vegas, NV

Visuals: Witness true flapjack wackiness as 53 lovely contestants compete to see who can flip, stack, cook and serve the most IHOP pancakes for Children's Miracle Network Hospitals. The ladies will also indulge in a delicious pancake breakfast, courtesy of IHOP.

NATIONAL PANCAKE DAY 2012 IHOP's seventh National Pancake Day celebration benefiting Children's Miracle Network Hospitals is set to take place February 28, 2012, when more than 1,500 IHOP restaurants nationwide will offer guests a free short stack of buttermilk pancakes in an effort to raise awareness and funds for Children's Miracle Network Hospitals and other local charities. With a goal to raise \$2.7 million, to bring the total to about \$10 million raised in seven years, funds will benefit children's hospitals throughout the U.S.

FUN FACTS FROM NATIONAL PANCAKE DAY 2011:

- Pancake lovers donated more than \$2.5 million to children's charities, far exceeding the fundraising goal.
- IHOP served four million free pancakes on National Pancake Day 2011.
- All of the free pancakes served on National Pancake Day 2011 would have created a stack nearly 16 miles high.
- Since the inception of National Pancake Day in 2006, IHOP has raised more than \$8 million and given away more than 15 million pancakes to support charities in the communities in which it operates.
- National Pancake Day 2011 was IHOP's largest one-day event in the company's 53-year history.

***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. To allow for a full month of fundraising for Children's Miracle Network Hospitals, IHOP's National Pancake Day will take place a week after Shrove Tuesday, on Tuesday, February 28.

ABOUT IHOP For 53 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. As of September 30, 2011, there were 1,532 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico and the U.S. Virgin Islands. Under the licensed name IHOP at HOME(TM) consumers can also enjoy a line of premium breakfast products available at leading retailers. 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 organizations made available more than \$45 million in cash and scholarship assistance. For more information, go to www.missamerica.org.

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS Children's Miracle Network Hospitals raises funds for more than 170 children's hospitals across the United States and Canada, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, 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 the mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

SOURCE: IHOP