



## 15 Hours of Free Flapjacks at IHOP February 28

February 27, 2012

### National Pancake Day Returns To Benefit Children's Miracle Network Hospitals And Other Local Charities

IHOP®:

**WHAT:** For the seventh consecutive year, IHOP® restaurants nationwide will offer each guest a free short stack of its famous buttermilk pancakes on National Pancake Day in an effort to raise awareness and funds for Children's Miracle Network Hospitals and other local charities.

**WHY:** For every short stack of buttermilk pancakes served on National Pancake Day, IHOP guests are invited to make a voluntary donation to Children's Miracle Network Hospitals. IHOP hopes to raise \$2.7 million this year, with a goal to bring the total amount of funds raised to more than \$10 million. To find a local IHOP or to donate online, visit [www.ihoppancakeday.com](http://www.ihoppancakeday.com)

**WHEN:** TUESDAY, February 28, 2012, 7 a.m. – 10 p.m. (15 full hours)

**WHERE:** Participating IHOP restaurants nationwide.

#### National Pancake Day Fun Facts:

- IHOP served four million free pancakes on National Pancake Day 2011 and pancake lovers donated more than \$2.5 million to children's charities, exceeding the fundraising goal of \$2.3 million.
- All of the free pancakes served on National Pancake Day 2011 would create a stack nearly 16 miles high.
- Since the inception of National Pancake Day in 2006, IHOP has raised nearly \$8 million and given away more than 14 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.

#### 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® 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).

**NOTE TO EDITORS:** Pancake Day is a tradition that dates back several centuries to when the English prepped for fasting during Lent. 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, or Shrove Tuesday. To allow for a full month of fundraising, IHOP's National Pancake Day will take place a week after Shrove Tuesday, on Tuesday, February 28.

Source: IHOP

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