



Photo of IHOP Celebrating the Nationwide Opening of Universal Pictures and Illumination Entertainment's Dr. Seuss' The Lorax with Elementary School Students in Northridge is Available on Business Wire's Website and AP PhotoExpress

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NORTHRIDGE, Calif., Mar 02, 2012 (BUSINESS WIRE) --A photo is available on Business Wire's website and AP PhotoExpress of IHOP celebrating the nationwide opening of Universal Pictures and Illumination Entertainment's *Dr. Seuss' The Lorax* with elementary school students in Northridge, Calif.

IHOP(R), one of America's favorite restaurants for breakfast, lunch and dinner, gave students from Lorne Street Elementary School in Northridge, Calif. limited-edition bookmarks embedded with seed paper as part of its celebration of Universal Pictures and Illumination Entertainment's *Dr. Seuss' The Lorax*, which opened nationwide today. The bookmarks are available for children ages 3 to 12 at all participating IHOPs, while supplies last.

To find your local IHOP and learn more, visit www.ihopandthelorax.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50191026&lang=en>



SOURCE: IHOP

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