



Kansas City-Area Applebee's(R) Thank Local Heroes with Military Mondays

May 4, 2012

Local Applebee's Offer 30 Percent Military Discount Every Monday

KANSAS CITY, Mo., May 04, 2012 (BUSINESS WIRE) --The 46 Kansas City-area [Applebee's](#) restaurants are honoring real neighborhood heroes with Military Mondays. Veterans and active duty military personnel receive a 30 percent discount on their meal and soft drink every Monday at Applebee's.

"Military Mondays salutes local heroes each week for the sacrifices they make every day to protect our country," said Bob Rentfro, Applebee's director of operations. "It's a chance for a hometown company to say 'thanks' to our hometown heroes."

The program kicks off Monday, May 7, and will continue throughout the year. The following Applebee's locations are included:

Belton, Mo.	Harrisonville, Mo.	Lee's Summit, Mo.	Paola, Kan.
Blue Springs, Mo.	Independence, Mo.	Lenexa, Kan.	Pittsburg, Kan.
Branson, Mo.	Jefferson, Mo.	Marshall, Mo.	Raytown, Mo.
Chillicothe, Mo.	Joplin, Mo.	Mission, Kan.	Rogers, Ark.
Clinton, Mo.	Kansas City, Mo.	Nixa, Mo.	Sedalia, Mo.
Columbia, Mo.	Kansas City, Kan.	Olathe, Kan.	Shawnee, Kan.
Excelsior Springs, Mo.	Lawrence, Kan.	Osage Beach, Mo.	Springfield, Mo.
Gladstone, Mo.	Leavenworth, Kan.	Ottawa, Kan.	Warrensburg, Mo.
Grandview, Mo.	Lebanon, Mo.	Overland Park, Kan.	

To be eligible, guests must provide proof of service such as: U.S. Uniform Services Identification Card, U.S. Uniform Services Retired Identification Card, Current Leave and Earnings Statement, Veterans Organization Card, DD214, Citation or Commendation. In addition, guests may wear their uniform or provide a picture of them in uniform.

Applebee's also will provide cards in its Kansas City locations for non-military guests to write a note of thanks to servicemen and women. The cards will be collected throughout May for Military Appreciation Month and delivered to local military organizations.

The cards are part of Applebee's [Thank You Movement](#), a year-round initiative to say "thanks" to veterans and active duty military personnel. To date, the movement has collected 2.6 million posts, texts and videos, along with a live rolling counter of "thank yous." Military personnel can visit the Thank You Movement to see and hear heartfelt thanks from those they serve.

Since 2009, Applebee's has served more than one million free meals each year on Veterans Day at its nearly 1,900 locations nationwide.

Military Mondays is valid at Kansas City-area Applebee's only. To find the closest Applebee's, visit: www.applebees.com. Excludes alcohol sales and gratuity.

About Applebee's

Applebee's (www.applebees.com) is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 16 countries and one U.S. territory. Based in Kansas City, Mo., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar(R) is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50265771&lang=en>



SOURCE: Applebee's

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#ThankYouMovement