



Kansas City-Area Applebee's® Invite Facebook Fans to Celebrate Armed Forces Day by Posting Pictures of Their Favorite Veterans and Active Duty Troops

May 16, 2012

Local Applebee's Offer 30 Percent Military Discount Every Monday

KANSAS CITY, Mo.--(BUSINESS WIRE)--May. 16, 2012-- Continuing its support of the neighborhood's real heroes, the 46 Kansas City-area [Applebee's](#) invite guests to post pictures of their favorite veterans and active duty military on local Applebee's Facebook pages on May 19, Armed Forces Day.



Applebee's Thank You Movement, a year-round initiative to say "thanks" to veterans and active duty military personnel, 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. (Photo: Business Wire)

"Our local Facebook pages are available for grateful guests to honor their favorite member of the armed forces," said Bob Rentfro, Applebee's director of operations. "It's another way for us to thank our military heroes who sacrifice so much to keep our neighborhoods safe."

Applebee's announced this month that it will honor servicemen and servicewomen year-round with Military Mondays, where veterans and active duty military personnel receive a 30 percent discount on their meal and soft drink all day, every Monday throughout 2012, at Kansas City-area Applebee's.

The following Applebee's locations are participating in Applebee's Military Mondays:

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 for a Military Mondays discount, 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 themselves in uniform.

Applebee's also is providing guests with Thank You cards in its Kansas City locations. Guests can write a note of thanks to servicemen and servicewomen. The cards will be collected throughout May during Military Appreciation Month and delivered to charitable 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® 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=50280177&lang=en>



Source: Applebee's

Applebee's

Dan Smith, 913-890-0370
dan.smith@dineequity.com
#ThankYouMovement