



## Countdown to National Pancake Day: IHOP to Offer Free Pancakes to Guests Nationwide on February 5

January 7, 2013

### Fundraiser Aims To Raise \$3 Million For Children's Miracle Network Hospitals Through "Miracle Balloon" Sales and Voluntary Donations

GLENDALE, Calif.--(BUSINESS WIRE)--Jan. 7, 2013-- Pancake lovers nationwide are counting the days until National Pancake Day on February 5, when [IHOP®](#), one of America's most popular family-friendly restaurants, known for "everything you love about breakfast," will once again invite guests to enjoy free pancakes. The restaurant chain hopes to raise \$3 million as the first national fundraising campaign to kick off the 30<sup>th</sup> anniversary year for Children's Miracle Network Hospitals.



Free short stack of buttermilk pancakes at IHOP on National Pancake Day, February 5. (Photo: Business Wire)

During National Pancake Day, the company's largest philanthropic event of the year, more than 1,500 IHOP restaurants across the country will invite guests to enjoy a complimentary short stack of IHOP's signature delicious

buttermilk pancakes from 7 a.m. to 10 p.m. Guests will be encouraged to make a voluntary contribution to the local Children's Miracle Network Hospital or other local charities. One hundred percent of the donations will help local charities provide vital equipment, life-saving procedures and critical care for sick and injured children.

Guests visiting participating IHOP restaurants in support of Children's Miracle Network Hospitals will also have the option to purchase "Miracle Balloons" for \$1 and \$5 each, throughout the month of January leading into National Pancake Day, with all proceeds going to the Children's Miracle Network Hospital. Participating restaurants will display the balloons in celebration of Children's Miracle Network Hospitals' 30-year anniversary. Those who buy a \$5 Miracle Balloon will receive a \$5 off discount that can be credited toward their next visit.

This will mark the eighth year that IHOP has held National Pancake Day, which to date has raised more than \$10 million dollars for Children's Miracle Network Hospitals and other local charities. In 2012 alone, IHOP raised more than \$3 million for Children's Miracle Network Hospitals and other charities.

"Millions of free pancakes served on National Pancake Day mean millions of miracles for those in need," said Julia Stewart, Interim President, IHOP and CEO of the parent company, DineEquity, Inc. "The concept is simple, but our mission is ambitious; to save and improve the lives of as many children as possible through Children's Miracle Network Hospitals. For the past eight years, it has been a pleasure and a privilege for all of us at IHOP to participate in this worthy event, and each year our guests have proved to be incredibly generous, helping us not only reach but surpass our goal. We look forward to continuing that trend this year as we plan to once again flip and serve about 4 million free pancakes for charity."

For more information on National Pancake Day, or to learn about Children's Miracle Network Hospitals and make an online donation, visit [www.ihoppancakeday.com](http://www.ihoppancakeday.com).

### ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals raises funds for 170 nonprofit 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 \$4.3 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](http://CMNHospitals.org).

### ABOUT IHOP

For 54 years, IHOP has been a leader and expert in all things breakfast and a leader in family dining. The chain is highly competitive in its menu offering, serving 65 different signature, made-from-scratch breakfast options as well as a range of meals under 600 calories. Beyond offering "everything you love about breakfast," IHOP has a wide selection of popular lunch and dinner items, as well. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2012, there were 1,565 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, 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 prepared 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. IHOP's National Pancake Day will take place a week before Shrove Tuesday on Tuesday, February 5.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130107005599/en/>

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