



## Newly Crowned Miss America Mallory Hagan to Serve as Spokesperson for IHOP's 8th Annual National Pancake Day Celebration

January 16, 2013

### Miss America 2013 To Help Raise \$3 Million to Celebrate Children's Miracle Network Hospitals' 30<sup>th</sup> Anniversary Encouraging Everyone to Enjoy Free Pancakes Nationwide February 5

GLENDALE, Calif.--(BUSINESS WIRE)--Jan. 16, 2013--

Just a few short days after being crowned Miss America 2013, Mallory Hagan has announced that she plans to help IHOP™ raise more than \$3 million for Children's Miracle Network Hospitals on Tuesday, February 5 as that organization kicks off its 30<sup>th</sup> anniversary. On that day, Hagan will be exchanging her crown for a chef's hat, her gown for an apron and her sash for a spatula to serve as spokesperson for IHOP's eighth annual National Pancake Day, when participating IHOP restaurants nationwide give away millions of buttermilk pancakes from 7 a.m. to 10 p.m. In exchange for the free short stack of pancakes, IHOP restaurants are encouraging guests to make a voluntary donation to Children's Miracle Network Hospitals and other local charities.



Newly crowned Miss America Mallory Hagan signs on as spokesperson for IHOP's National Pancake Day benefiting Children's Miracle Network Hospitals and other local charities. (Photo: Business Wire)

"It's an understatement when I say I'm thrilled and honored to begin my year of service as Miss America by serving as the spokesperson for IHOP as they help raise funds for Children's Miracle Network Hospitals," said Hagan, who serves as the charity's National Goodwill Ambassador. "Helping save children's lives is the most worthy of causes, and I am grateful to start my year off by helping to celebrate the Children's Miracle Network Hospital's 30<sup>th</sup> anniversary of helping

children. I hope that everybody can celebrate with me by going to IHOP on February 5<sup>th</sup> to enjoy a short stack of free, delicious buttermilk pancakes and help save the lives of children across the country."

IHOP launched its National Pancake Day celebration in 2006 to benefit the communities in which it operates. Last year's fundraiser was the largest one-day event in IHOP's 54-year history with more than four million pancakes given away and over \$3 million raised for local children's hospitals and other worthy causes. To date, IHOP and its guests have raised more than \$10 million dollars in support of local charities.

"We congratulate Mallory on her accomplishment and welcome her partnership for IHOP's National Pancake Day this February 5<sup>th</sup>," said Julia Stewart, Interim President, IHOP and CEO of the parent company, Dine Equity, Inc. "Every year, we look forward to partnering with the Miss America Organization and Children's Miracle Network Hospitals to continue supporting children's health and well-being throughout the nation."

For more information about National Pancake Day, to find a local IHOP, or to donate to Children's Miracle Network Hospitals, please visit [www.IHOPpancakeday.com](http://www.IHOPpancakeday.com).

#### 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)

#### ABOUT THE MISS AMERICA ORGANIZATION

The Miss America Organization is one of the nation's leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year, the Miss America Organization and its state and local organizations made available more than \$45 million in scholarship assistance. For more information, go to [www.missamerica.org](http://www.missamerica.org).

#### ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals raises funds for 170 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 \$4.7 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).

**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. 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/20130116006445/en/>

Source: IHOP

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