



**FOR IMMEDIATE RELEASE**

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**PANCAKES WITH PURPOSE:  
IHOP® RESTAURANTS OFFER FREE PANCAKES ON MARCH 8  
FOR ANNUAL NATIONAL PANCAKE DAY®  
IHOP Restaurant Tradition Returns for Third Year to Raise Funds Locally for  
Children's Miracle Network**

**GLENDAL, CALIF. (January 20, 2016)** On March 8, 2016, pancake lovers throughout Canada will once again flock to their local IHOP® restaurant to enjoy one free short stack of buttermilk pancakes in celebration of the brand's annual National Pancake Day®. Now in its third year in Canada, IHOP restaurants will give away free pancakes from 7 a.m. to 7 p.m. and ask guests to leave behind a voluntary donation for [Children's Miracle Network](#).

Prior to National Pancake Day, participating IHOP restaurants will also sell "Miracle Balloons" for \$1 and \$5. The balloons will be available for purchase beginning February 1 through March 8. Guests who purchase a \$5 Miracle Balloon will receive a \$5 discount coupon that can be used during their next visit to IHOP. All of the donations raised stay within the local communities, helping to provide immediate life-saving treatment and equipment for local sick and injured children.

"Everyone at IHOP, including our franchisees and team members, are thrilled to celebrate the third annual National Pancake Day in Canada," said Daniel Del Olmo, President, International, DineEquity, Inc., the parent company of IHOP and Applebee's®. "This annual tradition is demonstrative of the commitment we have to giving back to our local communities. Every pancake given away on National Pancake Day serves a purpose, and over the last three years, thanks to the generosity of our guests, we were able to help so many children in need."

National Pancake Day began as a tradition in the United States 11 years ago, and has raised \$20 million since its inception. This will be the third year that Canada and Mexico will join in the fundraiser and the second consecutive year that IHOP restaurants in the Philippines will participate as well.

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

#### **ABOUT CHILDREN'S MIRACLE NETWORK**

Children's Miracle Network® raises funds and awareness for 170 member hospitals, 14 of which are in Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and research. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at <http://www.childrensmiraclenetwork.ca> and <http://www.facebook.com/CMNHospitals>.

#### **ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC**

For over 57 years, International House of Pancakes, LLC 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-to-order breakfast options as well as meals under 600 calories. Beyond offering "everything you love about breakfast," IHOP® restaurants have a wide selection of popular lunch and dinner items, as well. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2015, there were 1,667 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, Kuwait, the Kingdom of Saudi Arabia, Bahrain, Qatar, the Philippines, Guam and the U.S. Virgin Islands. 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).

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