



NEWS RELEASE
For Immediate Release

Contact: Ken Dey
(208) 3812894 (office)
(208) 6315322 (cell)
Deyke@slrmc.org

IHOP Celebrates With Free Pancakes Feb. 23

-- Annual Event Raises Money for St. Luke's Children's Hospital --

A free stack of pancakes is yours for the asking at any Treasure Valley IHOP restaurant from 7 a.m. to 10 p.m., Tuesday Feb. 23

The free fluffy buttermilk pancakes are a way for IHOP to celebrate its fifth National Pancake Day. There's no charge for the pancakes, but for every short stack (three pancakes) guests are invited to make a donation to Children's Miracle Network, which will benefit St. Luke's Children's Hospital.

More than 1,400 IHOP restaurants throughout the United States are participating in the event with a goal to raise \$1.75 million for Children's Miracle Network, an international non-profit organization that raises funds for children's hospitals, and other worthy local causes.

St. Luke's Children's Hospital is Idaho's only Children's Miracle Network hospital.

"We are flipping for 'five in five' with our 2010 National Pancake Day campaign, and with our guests' generous support, plan to reach our goal of \$5 million in five years," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP's franchisees and guests have raised more than \$3.25 million to support Children's Miracle Network and other local charities since we started our National Pancake Day in 2006. The day has become a tradition for families and friends who wish to enjoy great food and great service while helping out a great cause."

Children's Miracle Network "Miracle Balloons" will be sold for \$1 and \$5 each and will be personalized and displayed at participating IHOP restaurants from February 1 through February 23, 2010. Miracle Balloon sales offer guests another way to show their support of Children's Miracle Network and contribute to the National Pancake Day fundraising effort.

In 2009, IHOP gave away three million pancakes and raised nearly \$1.5 million in support of Children's Miracle Network and other local charities, far exceeding its goal to raise \$1 million. Since starting its National Pancake Day celebration in 2006, IHOP has given away more than 6.1 million free pancakes to benefit children's charities -- that stacks up more than 53.5 miles high.

For more information about IHOP's National Pancake Day, or to learn more about Children's Miracle Network and make an online donation, visit www.ihoppancakeday.com.

EDITOR'S NOTE: The IHOP location selected as the valleys "flagship" store for this year's event is at 3525 E. Fairview Ave., Meridian. Media is invited to visit the store to cover the event.

About St. Luke's Children's Hospital

St. Luke's Children's Hospital, the only children's hospital in Idaho, treats more than 50,000 children every year, including 28,000 who visit its Pediatric Emergency Department. St. Luke's Children's Hospital provides expert care to critically and chronically ill infants and children. These patients are routinely referred to St. Luke's Children's Hospital from a multistate region for a variety of services including heart surgery, cancer treatment, orthopedics, neurological disorders, newborn intensive care, and rare infectious diseases. For more information visit www.stlukesonline.org

About Children's Miracle Network

Children's Miracle Network is a nonprofit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, lifesaving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more go to www.childresmiraclenetwork.org

About IHOP

For 50 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. The first IHOP opened in Toluca Lake, Calif. in 1958, and as of September 30, 2008, there were 1,375 IHOPs in 49 states, Canada and Mexico. IHOP restaurants are franchised and operated by Glendale, Calif.-based IHOP, a subsidiary of DineEquity Inc. (NYSE: DIN). For more information visit www.ihop.com

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