



**Shriners Hospitals**  
for Children®

**For Immediate Release**

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## **IHOP 2012 National Pancake Day to Benefit Shriners Hospitals for Children**

Feb. 28: Enjoy Free Pancakes and Help Shriners Hospitals for Children

**Tampa, Fla. (February 6, 2012)** – On Feb. 28, The International House of Pancakes (IHOP) will celebrate National Pancake Day by offering guests a free short stack of buttermilk pancakes\*. With every short stack of pancakes served, diners will be invited to make a donation to Shriners Hospitals for Children®. The IHOP restaurants that have chosen Shriners Hospitals for Children as the beneficiary of this event are primarily located in Colorado, Louisiana, New Mexico, Oklahoma, Texas and Wyoming.

Texas Governor Rick Perry and first lady Anita Perry expressed their support of National Pancake Day and the efforts of Shriners International, the fraternity that founded and continues to support Shriners Hospitals for Children. “I commend everyone involved in making this event a reality. I know you will all enjoy your free IHOP pancakes, and I hope you will also all give generously to assist the Shriners in helping even more children,” wrote Gov. Perry.

The restaurant chain has set an ambitious goal of raising \$2.7 million in this one-day event, which will take place from 7 a.m. to 10 p.m. In addition to raising funds, the campaign will raise awareness of Shriners Hospitals for Children, a 22-hospital health care system – founded by the Shriners International fraternity – that provides children with the best available pediatric specialty care regardless of the ability to pay for services. Nearly 1 million children have benefited from the unique approach to health care offered by Shriners Hospitals for Children, and gone on to live happy, fulfilled lives.

“We appreciate the efforts of IHOP to bring people together for an enjoyable meal and time together on behalf of Shriners Hospitals for Children,” said Douglas E. Maxwell, president and CEO of Shriners Hospitals for Children. “The opportunity to spread awareness and raise funds provided by IHOP for our incredible health care system is greatly appreciated, and we are hoping for tremendous success and support from the communities involved.”

Everyone loves pancakes – and children – celebrate them both on National Pancake Day by visiting your local IHOP restaurant and donating to Shriners Hospitals for Children.

For a list of participating IHOP restaurants or to learn more about Shriners Hospitals for Children, visit [www.shrinershospitalsforchildren.org](http://www.shrinershospitalsforchildren.org).

### **About Shriners Hospitals for Children**

Shriners Hospitals for Children® is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. The 22 hospitals in the United States, Canada and Mexico provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. Shriners Hospitals for Children is a 501(c)(3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law



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\*Limit one free short stack per guest. Valid for dine-in orders only. Not valid with any other offer, special, coupon or discount. Valid at participating restaurants only, while supplies last.

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