



## FOR IMMEDIATE RELEASE

### **IHOP'S FREE PANCAKE GIVEAWAY RETURNS MARCH 1, 2011**

*Goal is to Raise \$2.3 Million for Charity With Annual National Pancake Day Celebration*

*February 21, 2011* - Jacksonville, Florida– Northeast Florida and Southeast Georgia families can be a part of pancake history as IHOP serves up FREE pancakes in celebration of National Pancake Day on March 1, 2011! From 7 a.m. to 10 p.m. at IHOP restaurants across the country, families and friends can enjoy a free short stack of IHOP's famous buttermilk pancakes, and in turn, make a donation to IHOP's national charity partner, Children's Miracle Network Hospitals. All of the funds raised locally will benefit the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital, both of which are Children's Miracle Network hospitals.

"IHOP's National Pancake Day has become a highly anticipated annual event in communities throughout the United States, and provides our guests a fun opportunity to support the efforts of Children's Miracle Network Hospitals and other local charities," said Jean Birch, IHOP's president. "Last year, we surpassed our goal of raising \$5 million in our first five years, and this year we are raising the bar again with our most ambitious fundraising goal to date."

Additionally, Children's Miracle Network Hospitals "Miracle Balloons" will be sold for \$1 and \$5 each and will be personalized and displayed at participating IHOP restaurants from February 1 through March 1, 2011. Miracle Balloons offer guests an additional way to show their support of Children's Miracle Network Hospitals and contribute to the IHOP National Pancake Day fundraising effort.

Since the inception of its National Pancake Day in 2006, IHOP has raised more than \$5.35 million to support charities in the communities in which it operates. In 2010 alone, IHOP served more than four million free pancakes and raised over \$2.1 million in support of Children's Miracle Network Hospitals and other local charities.

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

Participating local IHOP restaurants:

- 1350 S Walnut Street, Starke, 32091, 904.368.9945
- 3322 US 90 West, Lake City, 32055, 386.755.2502
- 7940 103RD Street, Jacksonville, 32210, 904.771.7776
- 8400 Baymeadows Road, Jacksonville, 32256, 904.730.3571
- 9010 Atlantic Blvd., Jacksonville, 32211, 904.721.6333
- 315 Blanding Blvd., Orange Park, 32073, 904.272.0690
- 2600 N. Ponce de Leon Blvd., St. Augustine, 32084, 904.829.3919
- 2560 State Road 16, St. Augustine, 32092, 904.829.2215
- 1825 East/West Parkway, Fleming Island, 32003, 904.215.9564
- 5031 New Jesup Hwy, Brunswick (GA), 31520, 912.261.8787
- 1160 E. Boone Avenue, Kingsland (GA), 31548, 912.576.5458

**About Children's Miracle Network Hospitals®**

Children's Miracle Network Hospitals is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year, over 170 Children's Miracle Network Hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. Locally, Children's Miracle Network Hospitals of Northeast Florida/Southeast Georgia benefits the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital. For more information please visit our website at [www.cmnjax.com](http://www.cmnjax.com).

Contact: Nicole Mishko  
Community Development Coordinator  
Children's Miracle Network Hospitals  
580 West Eighth Street  
Tower One, Suite 3510  
Jacksonville, FL 32209  
(904) 244-9372  
[Nicole.mishko@jax.ufl.edu](mailto:Nicole.mishko@jax.ufl.edu)

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