



MEDIA ADVISORY: FOR IMMEDIATE RELEASE

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**IHOP Flips for Children's Miracle Network and Shodair Children's Hospital
in Sixth Annual National Pancake Day**

What: IHOP's sixth annual National Pancake Day Celebration to support Montana's Children's Miracle Network Hospital, Shodair Children's Hospital in Helena.

What could be more fun than free pancakes? Free pancakes drizzling with community support for a great cause! IHOP is inviting people of all ages to flip for a free short stack of its delicious buttermilk pancakes in celebration of IHOP's sixth National Pancake Day. The event is being held one week prior to Mardi Gras or Shrove Tuesday, which has been celebrated for centuries in England.*

Why: Customers will enjoy a free short stack of pancakes and support Montana's Children's Miracle Network hospital—Shodair—at the same time. For every short stack of pancakes served on National Pancake Day, IHOP guests are invited to make a donation to the Children's Miracle Network. As Montana's only Children's Miracle Network hospital, the money raised at IHOPs across Montana will stay in-state to provide care for Shodair's patients. The goal of National Pancake Day is to raise \$2.3 million across the country; funds will benefit children's hospitals throughout the United States.

When: 7:00 am – 10:00 pm on Tuesday, March 1, 2011.

Special guests and fun events:

- Miss Montana 2010, Kacie West, will greet customers and serve pancakes from 5:00 pm – 7:00 pm, and the University of Montana Dance Squad will also be

present during the evening. Missoula Maulers hockey team mascot Slash and Missoula Osprey mascot Ollie the Osprey will join the fun, too!

- Pancake stacking and pancake eating contests: 5:30 pm – 6:30 pm

Where: Missoula's IHOP restaurant, located at 3700 North Reserve Street.

**For centuries, the English have 'flipped' for pancakes in celebration of Shrove Tuesday, which heralds the beginning of fasting during Lent. Strict rules prohibited eating 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.*

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