



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 11:30 am – 1:30 pm.
- A pancake stacking contest will be held at noon. Invited contestants include Lt. Governor John Bohlinger, Miss Montana 2010 Kacie West, and students from First Lutheran School's Kindergarten class.

- A pancake eating contest is set for 12:30 pm with the Carroll College Fighting Saints and a very special guest

Where: Helena's IHOP restaurant, located at 2960 North Washington 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.*