



MEDIA ADVISORY

For Immediate Release

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IHOP FLIPS FOR CHILDREN'S MIRACLE NETWORK IN CELEBRATION OF NATIONAL PANCAKE DAY

Proceeds Benefit St. Luke's Children's Hospital

What: IHOP's Second National Pancake Day Celebration. For the young and young-at-heart, IHOP invites people of all ages to flip for a short stack of its buttermilk pancakes on-the-house in celebration of IHOP's Second National Pancake Day. Also known as Mardi Gras or Shrove Tuesday, Pancake Day has been celebrated for centuries in England, with a tradition and lore all its own*

Why: Enjoy a free short stack (three) of pancakes and help support Children's Miracle Network. For every sticky short stack of pancakes served on National Pancake Day, IHOP guests are invited to make a donation to the Children's Miracle Network program at St. Luke's Children's Hospital.

When: Tuesday, February 20, 2007
7 a.m. – 10 p.m.

Where: At participating IHOP restaurants in the Treasure Valley area.

***NOTE TO EDITORS:** For centuries, the English have 'flipped' for pancakes in celebration of Shrove Tuesday, which heralds the beginning of fasting during Lent. Long ago, strict rules prohibited the eating of all 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. The tradition and lore behind this 'delicious' holiday would make for an entertaining (and informational) sidebar story.