



NEWS RELEASE

For Immediate Release

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IHOP FLIPS FREE PANCAKES FOR NATIONAL PANCAKE DAY Proceeds Benefit St. Luke's Children's Hospital

Boise, ID (February 11, 2008) – For the young and young-at-heart on Tuesday, February 12 from 7 am to 10 pm, IHOP invites people of all ages to flip for a short stack of its buttermilk pancakes on-the-house in celebration of IHOP's Third National Pancake Day.

In 2007, more than \$625,000 was raised for children's hospitals across the United States on National Pancake Day. More than 1 million pancakes were given away, which is a stack more than 8.5 miles high. Held a week later than the official Mardi Gras or Shrove Tuesday in the interest of the Presidential primaries, Pancake Day has been celebrated for centuries in England, with a tradition and lore all its own. *

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.

Free pancakes will be available at the IHOP restaurant located at 3525 E. Fairview Ave.

*** 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.

**Please note that cameras are not allowed in the IHOP kitchen.

About St. Luke's Children's Hospital: St. Luke's Children's Hospital, the only children's hospital in Idaho, treats more than 50,000 children every year, including 28,000 who visit its Pediatric Emergency Department. St. Luke's Children's Hospital provides expert care to critically and chronically ill infants and children. These patients are routinely referred to St. Luke's Children's Hospital from a multi-state region for a variety of services including heart surgery, cancer treatment, orthopedics, neurological disorders, newborn intensive care, and rare infectious diseases.