



## PRESS RELEASE

## For Immediate Release

### **PERKINS® RESTAURANT & BAKERY FREE PANCAKE DAY BENEFITING GIVE KIDS THE WORLD RETURNS** *Fundraising event slated for Friday, July 26, 2019*

**MEMPHIS, TENNESSEE (July 10, 2019)** – In a continued show of support for Give Kids The World Village (GKTW), a nonprofit resort in Central Florida that provides weeklong, cost-free vacations to children with critical illnesses and their families, Perkins Restaurant & Bakery will once again host a Free Pancake Day on Friday, July 26, 2019. On this occasion, guests can enjoy a free short stack of Perkins famous, made-from-scratch buttermilk pancakes at any participating location - all the company asks is that in return, guests consider making a donation to GKTW. The money raised on Perkins Free Pancake Day will help carry on a tradition that began in 1990 when Perkins – under the name “Nancy’s Kitchen” began providing memorable meals for Give Kids The World children and their families. To date, Perkins has served more than 6 million complimentary breakfasts and dinners and supports Give Kids The World year round in their restaurants and through an annual employee giving campaign.

Jim Frank, Chief Operating Officer of Perkins Restaurant & Bakery explains, “Thanks to the generosity of our employees, franchisees, vendors and guests, Perkins has raised nearly \$30 million dollars for Give Kids The World. We are proud to continue our support of this outstanding organization and look forward to holding yet

another successful Free Pancake Day.” Pam Landwirth, President and CEO of Give Kids The World Village summarizes, “Perkins has been among our most treasured partners for nearly 30 years. We are deeply grateful that they have embraced our mission and help us create the happiness that inspires hope.”

**About Perkins Restaurants & Bakeries:**

Founded in 1958, Perkins system consists of over 360 restaurants in 32 states and Canada. More information about Perkins can be found at [www.perkinsrestaurants.com](http://www.perkinsrestaurants.com).

**About Give Kids The World Village:**

Give Kids The World Village is an 84-acre, nonprofit “storybook” resort located near Central Florida’s most beloved attractions. Children with critical illnesses and their families are treated to weeklong, cost-free vacations, complete with accommodations in whimsical villas, transportation, donated attraction tickets, meals, and much more. Since 1986, Give Kids The World Village has welcomed more than 167,000 families from all 50 states and over 76 countries. For more information, visit [www.givekidstheworld.org](http://www.givekidstheworld.org).