



PRESS RELEASE

For Immediate Release

PERKINS® RESTAURANT & BAKERY FREE PANCAKE DAY BENEFITING GIVE KIDS THE WORLD RETURNS

Fundraising event slated for Thursday, September 28, 2017

MEMPHIS, TENNESSEE (August 24, 2017) – In a continued show of support for Give Kids The World Village (GKTW), a nonprofit resort in Central Florida that creates magical memories for children with life-threatening illnesses and their families, Perkins Restaurant & Bakery will once again be hosting its Free Pancake Day on Thursday, September 28, 2017, an occasion where guests can enjoy a free short stack of Perkins famous, made-from-scratch buttermilk pancakes at any participating locations. All the company asks is that guests, in return, consider making a donation to GKTW. All money raised by Perkins Restaurants & Bakery on the Free Pancake Day will go directly towards the operation of the Village's Gingerbread House, a delightfully whimsical restaurant opened by Perkins Restaurant and Bakery in 1990, where more than 280,000 breakfasts and dinners are served annually to Give Kids The World guests.

Jim Frank, chief operating officer of Perkins Restaurant & Bakery explains, "Perkins Free Pancake Day is an event that the community looks forward to each year. It is an opportunity to enjoy a free short stack of pancakes on us, as we all rally behind an outstanding organization that helps families worldwide." Through the generosity of the company's employees, franchisees, vendors and guests, Perkins has raised over \$20 million dollars for Give Kids The World since 1989. Pam Landwirth, president and CEO of Give Kids The World Village summarizes, "Perkins has been among our most treasured partners for over 25 years. Through the boundless generosity of Perkins staff, franchisees, and guests

we have served over 5,500,000 meals in our beloved Gingerbread House Restaurant, first opened by Perkins in 1990. 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 394 restaurants in 32 states and Canada. Perkins also operates the Gingerbread House Restaurant located at Give Kids The World Village, a 200-seat restaurant that provides meals, free of charge, to Give Kids The World children and their families every day. More information about Perkins can be found on www.perkinsrestaurants.com.

About Give Kids The World Village:

Give Kids The World Village is a nonprofit organization that exists to fulfill the wishes of all children with life-threatening illnesses and their families from around the world. Since 1986, GKTW has welcomed more than 154,000 families from all 50 states and 76 countries. Families stay in a one-of-a-kind whimsical Village resort built for children, visiting Central Florida’s theme parks and enjoying delicious meals and fun nightly entertainment. For more information about GKTW and its mission, visit GKTW.org.