

MEDIA ADVISORY : Applebee's(R) to Serve More Than One Million Thank You Meals to Veterans and Active Duty Military This Veterans Day

Hundreds of Thousands of People Have Joined the Thank You Movement at www.thankyoumovement.com

LEXENA, KS--

WHO:

For the third consecutive year nationwide, Applebee's expects to serve more than one million free Thank You meals to Veterans and Active Duty Military. Applebee's is doing even more to thank veterans and troops this year through the recently launched **Thank You Movement**, an ongoing initiative to collect millions of thanks for U.S. Veterans and Active Duty Military.

WHAT:

Applebee's will thank our nation's Veterans and Active Duty Military by inviting them to their neighborhood Applebee's for a **free thank you meal** on Veterans Day.

Following a rousing **declaration ceremony** in Times Square featuring country music star **Rodney Atkins**, military leaders from **Pinnacle Five** and **Disabled American Veterans**, hundreds of thousands of people have already joined the Thank You Movement.

WHERE:

Nearly all 1800+ domestic Applebee's restaurants.

WHEN:

Friday, Nov. 11, 2011, 11 a.m. - midnight; guests should inquire with their local Applebee's restaurant about extended hours.

LINKS:

[Multimedia News Release for Applebee's Free Thank You Meal](#)

[Multimedia News Release Announcing Applebee's Thank You Movement](#)

[Pentagon Channel Coverage of the Thank You Movement Declaration Ceremony](#)

[B-roll/bites preview for Thank You Movement Times Square Declaration Ceremony](#)

www.facebook.com/applebees

www.youtube.com/user/applebeeing

B-Roll:

Downloadable b-roll/bites available for Declaration Ceremony in Times Square (email request applebees@dfpr.com)

About Applebee's

Applebee's (www.applebees.com) is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 15 countries and one U.S. territory. Based in Lenexa, Kan., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar® is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

MEDIA CONTACTS: Derek Farley DFPR 704-941-7353 [Email Contact](#) Tom Beyer DFPR480-358-8135 [Email Contact](#) Nancy Mays Applebee's Services Inc. 866-546-9958 [Email Contact](#) Melissa Racer, APR Applebee's Services Inc. 913-529-9374 [Email Contact](#)

<http://news.applebees.com/2011-11-08-MEDIA-ADVISORY-Applebees-to-Serve-More-Than-One-Million-Thank-You-Meals>