

# Applebee's® Grill And Bar Celebrates And Honors Veterans And Active Duty Canadian Forces With Free Meals On Remembrance Day, November 11

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## Neighbourhood Grill & Bar Encourages Guests to Say "Thank You" with Seventh Annual "Neighbours Thanking Neighbours" Campaign

TORONTO, Oct. 29, 2015 /PRNewswire/ -- Applebee's® Grill and Bar, where there's always a reason to celebrate, will once again celebrate our nation's veterans and active duty military personnel on Remembrance Day, Wednesday, Nov. 11, 2015. In what has become a neighbourhood tradition, Applebee's restaurants throughout Canada will thank past and present Canadian Forces members for their service with a free meal from a special Remembrance Day menu.

The celebration, which began seven years ago as a way for Applebee's to express gratitude to the men and women who have served the country, has quickly grown into a beloved tradition. Since the inception of its Remembrance Day celebration, Applebee's has served more than 7,300 free meals to current and former members of the Canadian Forces as a show of thanks and respect.

But Remembrance Day is about more than Applebee's expressing thanks with a free meal. The restaurants are also a gathering spot for these neighbourhood heroes. Active duty Canadian Forces and veterans are invited to come in to Applebee's to share stories and experiences with friends, families and other servicemen and women. Additionally, through the "Neighbours Thanking Neighbours" campaign, participating Applebee's restaurants encourage guests to celebrate the sacrifices these brave men and women have made on their behalf by leaving a note of gratitude on 'Thank You Wall Posters' at their local Applebee's, or online on the [Applebee's Canada Facebook page](#). The posters will hang in participating restaurants in early November for guests to leave their story or message of thanks to the members of the Canadian Forces for their past and current service. The posters will be visible to all who come to be honored on Remembrance Day.

Any U.S. veterans and active military personnel in Canada are also welcome to enjoy the free meal, and Applebee's restaurants in the United States welcome Canadian veterans and military personnel to come to their local restaurant and enjoy a similar free meal in celebration of Veteran's Day, also celebrated on November 11.

"Remembrance Day is a solemn day, but a day to celebrate the sacrifices that the members of the Canadian Military Service have made--and continue to make--to keep Canada safe and preserve liberty," said Daniel del Olmo, President of International, DineEquity, Inc., the parent company of Applebee's. "Welcoming these brave men and women by serving them a free meal is our way of showing how much all of our team members recognize and appreciate their contribution to our freedom. Watching our guests in the restaurants use this as an opportunity to thank our military

personnel as well makes this Applebee's tradition a very moving, and very rewarding day for all of us."

Applebee's will offer veterans and active military personnel a free meal from a special Remembrance Day menu that features some of the Grill & Bar's most beloved dishes, including:

- 7 oz. House Steak
- Chicken Fingers Platter
- Double Crunch Shrimp
- Fiesta Lime Chicken®
- Bacon Cheddar Cheeseburger
- Oriental Chicken Salad
- Three-Cheese Chicken Penne

All veterans and Active Duty Canadian Forces will need to provide proof of service to receive their free meal. Qualifying proof of service includes: permanent ID card for active personnel, temporary ID card for reservists, veteran's card or a photograph in uniform or the wearing of their uniform.

\*Offer is valid for Dine-in from a limited menu only during normal business hours on November 11, 2015. Traditional sides are included with the free entree. Upgraded side items or extras, beverages, desserts and gratuity are not included. Must present proof of military service.

### **The Applebee's Brand**

Applebee's is one of the world's largest casual dining chain, with 1,993 locations in 49 states, 15 countries and two U.S. territories as of June 30, 2015. Locations in Canada include Calgary, Winnipeg, Brandon, East Ajax, Cambridge, Windsor, Barrie, Regina, Niagara Falls, and Thunder Bay. Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Find your neighbourhood Applebee's by visiting

<http://locator.applebeescanada.com>.

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