

Applebee's To Thank Veterans With Free Meals On Veteran's Day, November 11

Leading Fast Casual Chain Expects to Serve More Than One Million Free Meals Nationwide

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WHAT:

This Veterans Day Applebee's expects to serve approximately one million free meals to veterans and active-duty military personnel, building off the 8.5 million such meals served since 2007. All current and former members of the U.S. military are invited. Applebee's Thank You Menu will include:

- 7 oz. House Sirloin
- American Standard All-In Burger®
- Double Crunch Shrimp
- Three-Cheese Chicken Penne
- Fiesta Lime Chicken®
- Chicken Tenders Platter
- Oriental Chicken Salad

WHERE:

All participating Applebee's – nearly 2000 restaurants nationwide.

WHEN:

All day, Wednesday, November 11, dine-in only, while supplies last.

WHY:

In its 35 years, Applebee's has grown to become the nation's leading casual dining chain. For the eighth straight year, Applebee's will honor veterans and active duty military personnel, by providing them with free meals at all 2,000 Applebee's restaurants in the United States on Veterans Day, Wednesday, Nov. 11.

VISUALS, INFORMATION AND IMAGES:

Prospective visuals/interviews include:

- Cross-generational veterans enjoying meals and camaraderie;
- Families (military and non-military) to speak to the importance of honoring America's veterans; and
- Interviews with select local Veterans Groups discussing their efforts.

Additional information can be accessed at <http://www.applebees.com/veteransdaymenu>

This year, the "Thank You Movement" campaign also intends to honor different regional groups that help veterans in a variety of ways – transitioning back to civilian life, support for homeless veterans, scholarship assistance, baby showers for military moms-to-be, and more. Applebee's is making a direct donation to each

group, showcasing their efforts on the **Thank You Movement site** and inviting Americans to learn more and donate directly.

The ten organizations that are participating in the Thank You Movement campaign include **Faith*Hope*Love*Charity, Inc., Grace After Fire, Illinois Patriot Education Fund, Lone Star Veterans Association, Midwest Military Outreach, New Directions for Veterans, Operation College Promise, Operation Shower, Returning Veterans Project and Veterans 360.**

ADDITIONAL NOTES:

In order to receive a free meal on Wednesday, Nov. 11, guests just need to provide proof of service, which includes: U.S. Uniform Services Identification Card, U.S. Uniform Services Retired Identification Card, Current Leave and Earnings Statement, Veterans Organization Card, photograph in uniform or wearing uniform, DD214, Citation or Commendation.

About Applebee's

Applebee's Grill & Bar offers a lively bar & grill experience with an array of flavorful, handcrafted drinks, appetizers and entrées that constantly evolve. Based in Kansas City, Missouri, Applebee's as of September 2015 had more than 2,000 locations in 49 states, 16 countries and Puerto Rico.

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