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# Red Robin Takes a Stand Against Childhood Cancer in Honor of National Lemonade Day

## Restaurants Nationwide Host Lemonade Stands to Support Alex's Lemonade Stand Foundation

GREENWOOD VILLAGE, Colo., Aug. 18, 2014 /PRNewswire/ -- What's better than an ice cold glass of lemonade on a hot summer day? A refreshing glass of Freckled Lemonade<sup>®</sup> from [Red Robin Gourmet Burgers, Inc.](#) that helps support the fight against childhood cancer! On Wednesday, Aug. 20, participating Red Robin<sup>®</sup> restaurants nationwide will host lemonade stands\* to raise funds for [Alex's Lemonade Stand Foundation](#), a non-profit organization dedicated to finding better treatments and ultimately cures for all children with cancer.



The Gourmet Burger Authority<sup>™</sup> will serve free samples of its Freckled Lemonade from lemonade stands set up in participating Red Robin restaurants, while collecting donations for Alex's Lemonade Stand Foundation. The signature beverage is a blend of sweet

strawberries and tangy Minute Maid® Lemonade with free bottomless refills.

"Red Robin's one of a kind Freckled Lemonade is the perfect drink to honor National Lemonade Day," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "We are proud that we've raised over a quarter of a million dollars for Alex's Lemonade Stand Foundation since the beginning of our partnership, and we have set an aggressive goal of raising another \$100,000 for this great cause on National Lemonade Day, one Freckled Lemonade at a time."

Red Robin has also created four easy ways to help support Alex's Lemonade Stand Foundation. Guests are encouraged to order a Freckled Lemonade on any day of the year, and Red Robin will donate a portion of sales to the cause. Visit [www.redrobin.com/alsf](http://www.redrobin.com/alsf) through Nov. 2 for three additional ways to help Red Robin win the fight, including:

- Purchase an Alex's Lemonade Stand Foundation eGift Card
- Shop for exciting Alex's Lemonade Stand Foundation-inspired merchandise
- Donate directly to Alex's Lemonade Stand Foundation

"We're thrilled Red Robin will be helping us celebrate National Lemonade Day for the second year in a row," said Liz Scott, co-executive director of Alex's Lemonade Stand Foundation and mother of Foundation creator Alex Scott. "The four additional ways to donate provide a variety of options for guests to support Alex's Lemonade Stand Foundation and we appreciate everyone who takes the time to help support our mission of fighting childhood cancer."

Alex's Lemonade Stand Foundation was created by four-year-old cancer patient Alexandra "Alex" Scott (1996-2004) who began raising money and awareness to help find a cure for all kids with cancer by selling lemonade at her own front yard lemonade stand. Alex's mission continues today through the work of Alex's Lemonade Stand Foundation, which Red Robin is proud to support. During opening week at new Red Robin locations, all proceeds from Freckled Lemonade are donated to Alex's Lemonade Stand Foundation to support the search for a cure for pediatric cancer.

For more information about Red Robin's partnership with Alex's Lemonade Stand Foundation, visit [www.redrobin.com/alsf](http://www.redrobin.com/alsf). To sign up for the Red Robin Royalty™ loyalty program, visit [royalty.redrobin.com](http://royalty.redrobin.com).

### **About Red Robin Gourmet Burgers, Inc. (NASDAQ: RRGB)**

Red Robin Gourmet Burgers, Inc. ([www.redrobin.com](http://www.redrobin.com)), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., is the Gourmet Burger Authority™, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment welcoming to guests of all ages. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology® Beverages. Red Robin offers a variety of options behind the bar, including its extensive selection of local and regional beers, and innovative adult beer shakes and cocktails, recently earning the restaurant the 2014 VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 500 Red Robin restaurants across the United States and Canada, including Red Robin Burger Works® locations and those operating under franchise

agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

### **About Alex's Lemonade Stand Foundation**

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$80 million toward fulfilling Alex's dream of finding a cure, funding over 450 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit [AlexsLemonade.org](http://AlexsLemonade.org).

\* Lemonade stand hours of operation vary by restaurant location.



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