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Red Robin Celebrates National Lemonade Day in Support of Alex's Lemonade Stand Foundation

The Gourmet Burger Authority™ to Serve Samples of Freckled Lemonade® and Raise Funds to Help Find a Cure for Childhood Cancer

GREENWOOD VILLAGE, Colo., Aug.18, 2017 /PRNewswire/ -- Red Robin is *standing* by its tradition to support the fight against childhood cancer on National Lemonade Day. This Sunday, Aug. 20, participating [Red Robin Gourmet Burgers and Brews®](#) restaurants will host lemonade stands to serve guests free samples of its famous Freckled Lemonade and collect donations for Alex's Lemonade Stand Foundation, a non-profit organization dedicated to finding better treatments and cures for all children with cancer.



"Red Robin is proud to support our charity partner Alex's Lemonade Stand Foundation and celebrate National Lemonade Day for a fifth consecutive year," says Jonathan Muhtar, senior vice president and chief marketing officer at Red Robin. "It's truly a day we look forward to each year, as we continue to support the fight against pediatric cancer and give

back to families and children who need it the most."

Freckled Lemonade is a refreshing blend of sweet strawberries and tangy Minute Maid® Lemonade. The signature beverage with bottomless refills has been a Red Robin guest favorite for more than 20 years and is available in restaurants nationwide. For a limited time, Red Robin guests can also enjoy the new Freckled Lemonade Smoothie for a creamy twist on the guest favorite.

Red Robin's support for Alex's Lemonade Stand Foundation continues beyond National Lemonade Day. The casual dining chain donates all Freckled Lemonade sales during the grand opening week of its new restaurant openings to the charity to help find a cure for all kids with cancer. For more information about the partnership or to make a donation, visit www.redrobin.com/alsf, or contact your local Red Robin restaurant for lemonade stand hours of operation.

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

Red Robin Gourmet Burgers, Inc. (www.redrobin.com), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., and under the trade name, Red Robin Gourmet Burgers and Brews, 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. At Red Robin, burgers are more than just something guests eat; they're a bonding experience that brings together friends and families, kids and adults. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature 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, earning the restaurant a VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 550 Red Robin restaurants across the United States and Canada, including Red Robin Express® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#), [Instagram](#) and [Twitter](#).



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