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Red Robin Supports the Fight against Childhood Cancer on National Lemonade Day

The Gourmet Burger Authority™ to Serve Free Samples of Freckled Lemonade® and Raise Funds for Alex's Lemonade Stand Foundation

GREENWOOD VILLAGE, Colo., Aug. 15, 2016 /PRNewswire/ -- Red Robin takes a "stand" against childhood cancer in a sweet way! To celebrate National Lemonade Day, on Saturday, Aug. 20, participating [Red Robin Gourmet Burgers and Brews®](#) restaurants will host lemonade stands in support of Alex's Lemonade Stand Foundation. For the fourth consecutive year, Red Robin will serve free samples of its famous Freckled Lemonade for guests to enjoy 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.



"Since partnering with Alex's Lemonade Stand Foundation, Red Robin has raised more than one million dollars in support of pediatric cancer research," said Jonathan Muhtar, senior vice president and chief marketing officer at Red Robin. "Our Team Members take pride in helping to give back to the organization each year on National Lemonade Day, and there's

no 'sweeter' way to celebrate the cause than with our bottomless Freckled Lemonade."

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. Red Robin's support for Alex's Lemonade Stand Foundation also extends beyond National Lemonade Day. The casual dining chain donates all Freckled Lemonade sales during grand opening week of its new restaurants to the charity.

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. 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. Whether a family dining with kids, adults grabbing a drink at the bar or teens enjoying a meal, Red Robin offers an unparalleled experience for its guests. 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 540 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](#), [Instagram](#) 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 \$100 million toward fulfilling Alex's dream of finding a cure, funding over 500 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit AlexsLemonade.org.



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