



For Immediate Release
February 5, 2010

DE DUTCH FLIPS for FUNDS on SHROVE PANNEKOEK TUESDAY: February 16th

Surrey, BC: De Dutch Pannekoek House Restaurants Inc. is delighted to host **SHROVE Pannekoek TUESDAY**, its 13th annual fundraising celebration in support of the Canadian Breast Cancer Foundation, BC/Yukon Region on Tuesday, February 16th, 2010 at all 18 De Dutch locations. To maximize the opportunity for fun and fundraising, all locations will be open for extended hours until 8 pm.

Throughout this day at all stores, two dollars from every Pannekoek sold will be contributed to help support the fight against breast cancer with BC proceeds going to the BC/Yukon Region. As well, select restaurants will be featuring additional opportunities specifically for their community to raise additional funds.

The 13th annual **SHROVE Pannekoek TUESDAY** is proudly sponsored by English Bay Blending.

Shrove Tuesday is a time of universal feasting, fun and celebration. Celebrated annually all over the world, it is also known as Mardi Gras ("fat Tuesday" in French), Carnival (from the Latin "farewell to the flesh") and Fastnacht (the Germanic "night of the fast"). But it also has a more popular name - Pancake Tuesday. The English community celebrates this day by preparing pancakes, traditionally to enable households to use up rich ingredients like butter and eggs before the Lenten fast. It is the natural time of year for De Dutch, whose signature dish is the Pannekoek – a Dutch-style pancake - to celebrate and give back to the community.

pan_ne_koek (pān-ne-kōōk), n. genuine Dutch pancake, tasting similar to the traditional North American pancake and is slightly thicker than a crepe. It has a circumference of 37", a diameter of 12" and if you cut it into square inch pieces you will enjoy 113 bites. Simply delightful any way you like, but the customary way is to roll it up and cut off bite-size pieces. Served in over 50 combinations of both sweet and savoury mouth-watering ingredients, Pannekoeken are guaranteed to satisfy every type of craving!

The thirty-five year old De Dutch franchise with 18 locations in BC's Lower Mainland, Vancouver Island, Fraser Valley, Okanagan, and Cariboo has successfully carved a niche in the competitive food service industry. While offering dinner at its Strawberry Hill location, De Dutch Pannekoek House specializes in breakfast, brunch and lunch, offering their customers a unique blend of European ethnicity in its menu items. The Pannekoek, a 12" in diameter Dutch-style pancake, is their signature dish and continues to draw loyal customers. **www.dedutch.com**

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