



Alexandra Scott, 6, works at her lemonade stand on June 22, 2002. Family photo via AP file. AP file

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This month, Applebee's is partnering with Alex's Lemonade Stand to help in the fight against childhood cancer.

Beginning July 1, and spanning through the rest of the month, Applebee's locations (including here in Liberal) will support Alex's Lemonade Stand Foundation.

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott, who passed away at age 8 in 2004.

In 2000, then-4-year-old Alex announced that she wanted to have a lemonade stand to raise money to help find a cure for childhood cancer.

Since that first stand, her namesake foundation has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy.



A record \$756,000 was raised in 2013, according to a press release, and more than \$4 million has been raised since 2005. More than 850 Applebee's restaurants nationwide will work toward topping the \$5 million mark in 2014.

"We chose to participate because as an Applebee's franchise we have a longstanding tradition of giving back to the communities in which we are a part," Martha Baker, Marketing Director for JS Ventures, Inc., said. "By teaming up with Alex's we are able to make a difference in the lives of many families and children affected by childhood cancers."

Guests can participate in two ways. First, they can buy a Strawberry Quencher – 25 cents from each quencher sold will go to Alex's Lemonade Stand. Additionally, Applebee's will be selling paper lemons in the restaurant for \$1 and \$5. If a \$5 lemon is purchased, the guest is given a bounce back card for either a free kid's meal from the Really Hungry Menu, or a free non-alcoholic lemonade on their next visit. All funds from the lemon sales will be donated to Alex's Lemonade Stand Foundation.

“The Apple American Group and Applebee’s partnerships with Alex’s Lemonade Stand Foundation are extremely important to our organization and our neighborhood communities,” Diann Banaszek, Marketing Partner of Apple American Group, a participating Applebee’s franchise organization, said in a press statement. “Since we first began supporting Alex’s Lemonade Stand, Applebee’s participation has grown significantly. We are pleased that over 850 locations, including all of our 468 restaurants, will be joining in the fight against childhood cancer this year. With the outpouring of support from our Guests and fellow franchise groups, we’re expecting this year’s fundraiser to be the most successful yet.”