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It's a "Reel" Deal: \$1.11 Menu Items at Ivar's on March 15

Ivar's Seafood Bars and full-service restaurants shell-ebrate flounder's birthday by offering buy one, get one deal

SEATTLE – Feb. 29, 2016 – Get the party hats, or captain's hats, ready! On Tuesday, March 15, hungry seafood fans can catch a "reel" deal at Ivar's Seafood Bars and full-service restaurants in celebration of what would have been the 111th birthday of Ivar Haglund, the restaurants' iconic flounder. Throughout the day fans who purchase one regularly priced entrée and wish Ivar "Happy Birthday," will receive a second entrée of their choice – from a special birthday menu – for just \$1.11. In addition to the birthday discounts, Ivar's will also treat the first 111 guests at each location to a celebratory strawberry-guava cheesecake dessert made from Cakes of Paradise in Seattle.

Plus, fans can get in on the birthday action and strike their best Ivar pose! In honor of Ivar and his stoic garb, fans can pick up and assemble a special-edition replica Ivar captain's hat. A limited supply of hats will be available at all Ivar's Seafood Bar and full-service locations, excluding stadiums, as well as to download online at Ivars.com. Guests who post their photo wearing the captain's hat to Ivar's Restaurants Facebook, Instagram or Twitter page – and include hashtag #IvarBD – will be entered into a sweepstakes for a chance to win \$111 Ivar's Gift Cards. The birthday contest begins March 9 and ends March 16. Additional rules and details will be available at Ivars.com.

Ivar Haglund began the popular restaurant chain bearing his name in 1938, when he opened a fish and chips stand at his aquarium, which was located on the Seattle Waterfront at Pier 3 (now Pier 54). He was well known for his popular radio ditties, as well as his comical stunts such as clam eating contests, taking advantage of a train-car syrup spill, and creating an Ivar's clam postage stamp. He passed away in 1985 just shy of his 80th birthday. The history behind Ivar Haglund can be found on [Ivar's website](http://Ivars.com).

The birthday bargain is available all day at any of the 23 Ivar's Seafood Bars located throughout Washington state, excluding stadium locations. Most Seafood Bars will have extended hours (10 a.m. – 10:30 p.m.) to accommodate the influx of hungry revelers, with hours varying by location. The newly renovated Ivar's Acres of Clams on the Seattle waterfront, along with Ivar's Salmon House on north Lake Union and Ivar's Mukilteo Landing overlooking Possession Sound, are also putting on party hats to dish out the birthday deal.

To view the special birthday menus and details on the participating locations, please visit:

www.Ivars.com/birthday.

About Ivar Haglund

Ivar Johan Haglund was born to Swedish and Norwegian parents, Johan Ivar and Daisey Maud, in West Seattle in 1905. Performing came naturally to Ivar, and he was soon entertaining family friends by playing guitar and singing. In adulthood, Haglund took his knack for entertaining and folk songs to the Seattle waterfront and opened Seattle's first aquarium in 1938. His first fish 'n chips stand was an extension of his aquarium, giving hungry visitors a place to dine. Since then, he created a legacy of quality seafood restaurants throughout the

Northwest, with chowders and sauces sold as far away as Mexico and Japan. Always devising new attention-getting capers, Ivar staged a number of famous pranks and masterminded numerous stunts in his time including octopus wrestling on the Seattle waterfront and strolling to Frederick and Nelson's department store with Patsy the seal from the aquarium. Haglund was a regular on KJR and KIRO radio stations, as well as the JP Patches children's television program. Ivar passed away in 1985, just shy of his 80th birthday, but his Northwest dining legacy lives on in his beloved recipes and seafood restaurants.

About Ivar's

Ivar's Restaurants opened on Seattle's waterfront in 1938. Today, there are 23 Ivar's fast casual Seafood Bars and three full-service restaurants: Ivar's Acres of Clams, Ivar's Salmon House and Ivar's Mukilteo Landing. Ivar's Seafood, Soup and Sauce Company markets and sells its award-winning soups, chowders and sauces nationally and internationally. The company also operates regional stadium concessions including Safeco Field, CenturyLink Field, Alaska Airlines Arena, Husky Stadium and Cheney Stadium. Learn more at www.lvars.com or Follow Ivar's on [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

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