



FOR IMMEDIATE RELEASE

Media Contact:

Jamie Campbell, *For Ivar's*
206-957-8305 | jamie@duopr.com

It's a Big Deal! Shell-ebrate Ivar's Birthday with \$1.10 Menu Entrees

*Ivar's Restaurants and Seafood Bars offer buy one, get one special on March 24;
plus a chance to win \$110 gift cards*

SEATTLE – March 9, 2015 – It's that time of year again! On Tuesday, March 24 hungry seafood fans can catch a "reel" deal at Ivar's Seafood Bars and full service restaurants as they pay tribute to beloved "flounder," Ivar Haglund, and his would-be 110th birthday. Throughout the day Ivar's fans who purchase one regularly-priced entrée and wish Ivar "Happy Birthday," will receive a second entree of their choice from a special birthday menu for just \$1.10. From Ivar's world-famous fish n' chips and Asiago-crusted ling cod to crispy fried Hood Canal oysters and grilled salmon sampler, patrons will have their pick of menu favorites and specials. In addition to the birthday discounts, Ivar's will also treat the first 110 guests to a small blueberry dessert.

The birthday bargain is available all day at any of the Ivar's Seafood Bars 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. 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 menu and details on the participating locations, please visit: www.ivars.com/birthday.

Plus, social fans can get in on the birthday action by participating in the "Show Us Your Ivar Shell-fie" Instagram photo contest for a chance to win a \$110 gift card good at the patriarch's seafood restaurants. To enter for a chance to win, fans just print and assemble a "[Lil' Ivar](#)" figurine, take a "shell-fie" with Lil' Ivar and post it to Instagram using #IvarsBDay. One winner per week will be selected starting the week of March 9 through March 29.

Ivar Haglund began the popular restaurant chain bearing his name in 1938, when he opened a fish and chips stand at his Seattle aquarium, which was located on the Waterfront at Pier 3 (now Pier 54). He was revered for his sense of whimsy including his popular radio ditties and his comical stunts such as clam eating contests, taking advantage of a train car syrup spill to serve up pancakes, and an Ivar's clam postage stamp caper. He passed away in 1985 just shy of his 80th birthday. To learn more about Ivar and view timeline photos, visit:

www.ivars.com/our-story

About Ivar's

Ivar's Seafood Restaurants began 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 both 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.ivars.com or Follow Ivar's on [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

###