



Encouraging Families To Eat Dinner Together

(NAPSA)—Studies show that more of today's busy families are spending less time together for meals, particularly around dinner-time. Research also indicates that children who dine with their parents on a regular basis develop better social skills, higher self-esteem and more motivation in school.

One popular restaurant chain is helping make family dining more accessible by offering free kids entrees at participating restaurants. The chain is also reaching out in America's schools to promote the benefits of family time at dinner.

"Denny's is committed to providing families with a healthy meal in a traditional and fun setting, much like the one many Americans grew up with," said Roy Getz, Denny's vice president of marketing. "We work hard to exemplify our theme, Denny's—America's Kitchen Table."

Restaurant industry research conducted by CREST, a product of NPD Foodworld, recently reported that restaurant dining parties with kids under 18 continue to show a higher rate of growth, year-after-year, than adult-only dining parties.

"This research further supports our decision to make the family dining experience a top priority," said Getz. "Denny's has a responsibility as the largest family dining restaurant chain to ensure we are providing THE place to eat."



Fun food items, such as Denny's Saur Chicken Nuggets™, are one way to make family mealtimes more enjoyable.

The company's family dining efforts are further motivated by research released by the American Psychological Association that showed children who ate dinner with their families five times a week were less likely to be involved with drugs, less likely to be depressed, more motivated at school and were able to maintain better peer relationships.

Denny's is the nation's largest full-service family restaurant chain. The company's award-winning children's menu features a variety of fun food items, such as a junior version of the Grand Slam Breakfast®, Denny's Saur Chicken Nuggets™, The Big Cheese and Pizza Party™. Through the end of 2001, every family with children eating at Denny's will receive a bucket of colorful plastic construction pieces, called Power Rings, to entertain children while they wait for their food to be served. Free kids entrees are available Tuesday nights from 4-10 p.m.