



FOR IMMEDIATE RELEASE

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Kiwanis Club of Roanoke Flipping for the Community for 30 Years –

Every May, Kiwanis Club of Roanoke hosts the Largest Breakfast in Roanoke!

“Pancakes by Kiwanis” is what the all-you-can-eat fledgling event was called when it debuted at the lot adjacent to the base of Towers Mall in Roanoke in 1996. The pancake day originated as the brainchild of Kiwanis Club of Roanoke then-president Robert Brailsford, who had witnessed dwindling sales from Travelogue, the club’s previous major fundraiser. Travelogue was a longtime monthly program held at the Patrick Henry High School auditorium, showcasing travel destinations around the world. As cable television options became more affordable and more accessible, Travelogue wasn’t as big of a draw. Kiwanis needed to pivot.

Even the COVID pandemic couldn’t stop Kiwanians; for a few years, the club featured a drive-through event, with customers picking up their pancakes while still in their cars. You could even drive through the line a second time for no extra charge if you were still hungry.

As it enters its 30th rendition this spring on May 10th, it’s now known as “Kiwanis Pancake and Auction Day”. The 2025 event again will be held at the Berglund Center, its home for nearly 25 years.

Over its long history, Kiwanis Pancake & Auction Day (KPAD) has raised more than one million dollars with funds going directly back to the community, through grants presented to deserving area non-profits. KPAD continues to be the club’s primary fundraiser, and is held annually in May on a Saturday from 7-12:30 p.m.

Funds from KPAD support community service projects, as well as organizations who align with the Kiwanis Club’s mission of serving children, older adults, and the environment. Just take a look at the back of each ticket to see an impressive list of local non-profits being supported each year by this fundraising breakfast.

One thing that hasn’t changed over the years is the all-hands-on-deck frame of mind! This impressive event is made possible by the sweat and dedication of many volunteers, including Kiwanis club members, area Key Club students, and AKtion Club members – an active group of adults with brain injuries.

Advance tickets to the Kiwanis Pancake & Auction Day fundraiser can be purchased from Kiwanians or online through the club website, roanokekiwanisclub.org. There is a three-dollar discount off the \$10 at the door price by purchasing in advance.

What: Kiwanis Pancake & Auction Day Fundraiser

When: Saturday, May 10 from 7am-1230pm

Where: Berglund Center (don't forget about the clear bag policy!)

Cost: \$7 in advance from Kiwanis Club member or online; \$10 at the door; Kids under 5 ear FREE

Many thanks to:

Haley Toyota

Bower Heating & Air Conditioning

ServPro of Roanoke County

Fox Radio 910AM/104.3FM

Key Clubs from Cave Spring HS, Hidden Valley HS, Northside HS, Patrick Henry HS, Roanoke Catholic School, William Fleming HS.

About the Kiwanis Club of Roanoke:

The Kiwanis Club of Roanoke is a community service organization in the Roanoke Valley of Virginia that has been serving the needs of youth, older adults, and the environment for 105 years. Our Club provides funds and sweat equity to over 25 charitable organizations, sponsors youth leadership clubs in Roanoke City & County (Key Clubs), as well as an Aktion Club for adults with special needs. We host the largest breakfast in Roanoke and funds are used to provide grants for area non-profits, scholarships for high school students, and financial aid to vocational students. Signature projects include Roanoke Valley Greenways, Kiwanis Playground in Melrose, and the Kiwanis Nature Park. Join us to fulfill your desire to serve the community and build friendships that will last a lifetime. All are welcome to join or participate in programs.