



FOR IMMEDIATE RELEASE
9-09-10

GOLDEN GATE ELEMENTARY LOOKS TO EARN AN “A” IN FUNDRAISING WITH A BENEFIT AT POLLO TROPICAL®, OCTOBER 7

Media Contacts:

Kampi Chaleunsouk Jeanette Lopez
305-751-7001 x8004 305-751-7001 x8003
kampi@impactmiami.com jeanette@impactmiami.com

NAPLES – Golden Gate Elementary is calling on Naples residents to lend a helping hand by simply dining at the Pollo Tropical® located at 5065 Golden Gate Parkway on Thursday, October 7 to raise funds for curriculum enrichment for students. The school will be hosting a Benefit Night from 5:00 p.m. to 8:00 p.m., where 20 percent of the sales generated from the guests of Golden Gate Elementary will be donated to the school.

Golden Gate Elementary is a Collier County Public School committed to assisting students in achieving their potential in academic excellence and personal integrity. The school's vision highlights each child as a unique individual with the ability to be successful in school and within the community. For more information on Golden Gate Elementary, visit www.collier.k12.fl.us/gge.

"The Pollo Tropical Benefit Night program is an easy way for charitable organizations to raise much-needed funds," said Kim Miller, Senior Director of Marketing for Pollo Tropical. "By simply enjoying a snack or entree, customers can help worthy local causes. Every meal counts!"

Pollo Tropical started hosting regular Benefit Nights in August of 2008 to help nonprofit organizations such as the YMCA, Girl Scouts, Boys and Girls Clubs, local schools and Parent Teacher Associations raise money for special projects. The Benefit Nights program is available to organizations throughout the year.

For more information or to nominate your charity for a Pollo Tropical® Benefit Night, visit www.pollotropical.com/community.

HOW IT WORKS

The first step is to visit www.pollotropical.com/community and complete and submit a **Benefit Night** request form. Once a **Benefit Night** is approved, Pollo Tropical will identify a restaurant location that is conveniently located for the organization to host the **Benefit Night**. The organization is then responsible for distributing Pollo Tropical guest vouchers for the event to the supporters—voucher layouts are provided by Pollo Tropical. After the **Benefit Night** is completed, Pollo Tropical donates to the organization 20 percent of that store's sales generated by the guests of the Benefit Night.

-more-



FOR IMMEDIATE RELEASE

About Pollo Tropical®

Born in a Caribbean kitchen with a Latin accent in the melting pot of Miami, the Pollo Tropical signature citrus marinated, tropical-spiced grilled chicken (Pollo in Spanish) created its namesake. People came from all over just to get a taste of the Pollo. Today, that same recipe is being grilled fresh and served fast to about 20 million loyal Pollo Tropical fans at 120 Pollo Tropical restaurants in five countries. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical. For more information on Pollo Tropical®, including menu items and nutritional information, visit online at www.pollotropical.com.

###