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## **2010 AARROW SIGN SPINNING WORLD CHAMPIONSHIPS SPONSORED BY POLLO TROPICAL®**

Media Contacts:

Kampi Chaleunsouk  
305-751-7001 x8004  
kampi@impactmiami.com

SOUTH BEACH, FL – At 3:30 p.m. on Thursday February 4, 2010, and 2:00 p.m. on Saturday February 6, 2010, Pollo Tropical® is sponsoring the third annual AArrow Sign Spinning World Championships and Special Events just outside the NFL Experience Pepsi Fan Jam Sponsor Zone. This will be the main event of the 2010 AArrow Advertising Convention featuring 32 professional sign spinners, between the ages of 16-24, from across the globe competing to win this year's title and a cash prize to be used toward a college education. The event aims to find the best AArrow Sign Spinner in the world while showcasing sign spinning as a globally, competitive sport.

Those competing in the final rounds of the AArrow Sign Spinning World Championships will be wearing Pollo Tropical attire while sign spinning custom-made signs for the sponsor. Pollo Tropical is a popular fast food restaurant chain specializing in the Floribbean cuisine of South Florida (a fusion of Cuban food and Caribbean food).

Each spinner will prepare a choreographed routine to a song of choice. All competitors are judged on performance and showmanship, style and originality and technicality of trick knowledge and execution. The high toss, longest helicopter and fastest spin are three special event categories that have been added to the competition this year.

“Every year, we bring the best sign spinners from around the globe to one place so they can share moves and push each other to higher levels of performance,” AArrow Advertising COO Michael Kenny said. “The worldwide excitement is increasing everyday to see who the champion will be this year!”

AArrow Advertising is a franchise company that provides advertising to businesses internationally. AArrow Advertising is a dynamic, social-entrepreneurial corporation committed to youth employment, education, economic development and humanitarian advancement.

For more information on AArrow Advertising and Pollo Tropical visit [AArrowAds.com](http://AArrowAds.com) and [PolloTropical.com](http://PolloTropical.com).

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