



FOR IMMEDIATE RELEASE
12-7-10

ALEXANDER ELEMENTARY LOOKS TO EARN AN “A” IN FUNDRAISING WITH A BENEFIT AT POLLO TROPICAL®, JAN. 13

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TAMPA – Alexander Elementary is calling on Tampa residents to help raise funds for student incentives this school year by simply dining at the Pollo Tropical® located at 3285 West Hillsborough Avenue on Thursday, January 13. 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 by the guests of Alexander Elementary will be donated to the school.

Alexander Elementary is a Tampa school dedicated to providing students with lifelong skills that promote creativity and foster independent thinking through an integrated curriculum in a safe environment. The school's mission is to motivate staff and students to work as a community to learn, grow and achieve their goals together. For more information on Alexander Elementary, visit www.alexander.mysdhc.org.

"The Pollo Tropical Benefit Night program is an easy way for charitable organizations to raise much-needed funds," said Kim Miller, Vice President 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, please 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.

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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 more than 120 Pollo Tropical restaurants in six 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.

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