



FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

Balere Language Academy has teamed up with Pollo Tropical® to host a unique fundraiser. Wednesday, March 23, 2011 from 5 p.m. to 8 p.m.
Pollo Tropical, 18710 S. Dixie Highway, Miami, FL 33157
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BALERE LANGUAGE ACADEMY IS LOOKING TO EARN AN “A” IN FUNDRAISING WITH A BENEFIT AT POLLO TROPICAL®, MARCH 23

MIAMI – Balere Language Academy is calling on all area residents to lend a helping hand. Guests who dine at Pollo Tropical® located at 18710 S. Dixie Highway in Miami, on Wednesday, March 23 and identify themselves as being with Balere Language Academy by providing their Benefit Night voucher will have 20 percent of the cost of their food purchase donated back to the school.

Balere, Inc. was established in 1999 out of a necessity for early foreign language education, giving children the opportunity to learn about other languages. In 2004, Balere Language Academy opened with curriculum conducted in two languages to more than 100 students from kindergarten to the second grade. Now in its seventh year of operation, with a third language and a new location, the school continues to linguistically challenge children in South Florida from kindergarten to the sixth grade.

“Pollo Tropical is very proud to be partnering with Balere Language Academy as part of our Benefit Night program,” said Kim Miller, Vice President of Marketing and Communications at Pollo Tropical. “The program was created to benefit organizations such as Balere Language Academy, and we look forward to serving our customer community in Miami – all for a great cause!”

Pollo Tropical created its Benefit Nights program in 2008 to help nonprofit organizations such as the YMCA, Girl Scouts, Boys and Girls Clubs, local schools and Parent Teacher Associations (PTA's) raise money for special projects. The Benefit Nights program is available to organizations throughout the year.

Pollo Tropical also offers students and charities the opportunity to raise funds using the **Smart Savings Cards** Program. The cards are discount cards featuring 10 offers on popular Pollo Tropical menu items. Students and charities may sell the cards to their family, friends, neighbors and other supporters for just \$1 and keep all the proceeds for their schools' specific fundraising needs.

For more information or to nominate your charity for a Pollo Tropical® Benefit Night or to learn more about the Smart Savings Card Program, please visit www.pollotropical.com/community.

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 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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