



FOR IMMEDIATE REELEASE
3-3-11

MEDIA ADVISORY

Union Park Elementary School has teamed up with Pollo Tropical® to host unique fundraiser. Wednesday, March 9, 2011 from 5 p.m. to 8 p.m.
Pollo Tropical, 11860 E. Colonial Drive, Orlando, FL 32826
Media contact: Jeanette Sheppard, 305-751-7001, Ext. 8003, Jeanette@impactmiami.com

UNION PARK ELEMENTARY IS LOOKING TO EARN AN “A” IN FUNDRAISING WITH A BENEFIT AT POLLO TROPICAL®, MARCH 9

ORLANDO – Union Park Elementary School is calling on all area residents to lend a helping hand. Guests who dine at Pollo Tropical® located at 11860 East Colonial Drive in Orlando, on Wednesday, March 9 and identify themselves as being with Union Park Elementary will have 20 percent of the cost of their food purchase donated back to the school.

Union Park Elementary School’s mission is to lead students to success with the support and involvement of families and the community. The school’s goals include intense focus on student achievement, having a high-performing and dedicated team, providing a safe learning and working environment, running operations efficiently and maintaining community engagement.

“Pollo Tropical is very proud to be partnering with Union Park Elementary School 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 Union Park Elementary, and we look forward to serving our customer community in Orlando – 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 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.

###