



FOR IMMEDIATE RELEASE
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**ON EARTH DAY GO GREEN AND SAVE SOME GREEN
AT POLLO TROPICAL®**

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Miami – Pollo Tropical® can help you save some green while going green this Earth Day. Pollo Tropical is partnering with Jungle Island to offer a special \$10 discount on admission to Earth Miami, a two-day festival commemorating the 40th anniversary of Earth Day.

Earth Miami on Jungle Island will take place Saturday, April 17 and Sunday, April 18 at Jungle Island, 1111 Parrot Jungle Trail.

Discount coupons for **Earth Miami on Jungle Island** are available at all Miami Pollo Tropical locations. The discount is good for \$10 off general admission to the park during Earth Miami. Each coupon, which is good for up to six guests, must be presented at the time of purchase at Jungle Island to receive the discount.

During the two-day event, several interactive and educational stations will be positioned around the Jungle including a water-weight station presented by Waste Services, Inc. (WSI) where guests can guess their weight in water; eco-friendly vehicle test drives courtesy of Chevy; Green EcoSys' conversion of sea water into drinking water using solar and wind power, and many more activities. Jungle Island's renowned horticulturalist, Jeff Shimonski, will host special eco-tours of the Jungle, revealing how such a lush landscape can be created and maintained organically. Twice daily performances by The Earthman Project will highlight simple ways children and families can make a positive difference for our environment.

For more information on Earth Miami on Jungle Island, visit www.earthmiami.org.

Pollo Tropical is known for using natural and fresh ingredients to reduce its carbon footprint, but the Miami-based company also incorporates other environmentally responsible practices in its restaurants, such as switching to energy efficient light bulbs that save on average 75 percent more energy than traditional bulbs. Pollo Tropical restaurants also recycles used fry oil so it can be converted to bio-diesel fuel. All new restaurants feature xeriscape plants to reduce watering requirements, and the bulk of printed materials that Pollo Tropical produces use environmentally friendly, non-toxic chemicals. Moreover, the company's printing vendors have eliminated isopropyl alcohol from their press systems, and the Pollo Tropical to-go bags feature elements that hasten the process of biodegradation. These are all initiatives that Pollo Tropical reinforces regularly in its operations.

Pollo Tropical also employs a corporate-wide recycling program to reduce waste, including the recycling of ink, toner cartridges, scrap metals, cardboard and cell phones.

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“Pollo Tropical is proud to do its part in being environmentally responsible,” said Lesly Ortiz, Marketing Coordinator for Pollo Tropical. “We continue to explore other methods for encouraging our employees and customers to assist in this effort.”

A portion of the proceeds from the Pollo Tropical **Earth Miami on Jungle Island** offer will benefit the Everglades Foundation, a local non-profit organization dedicated to restoring and protecting the greater Everglades ecosystem. The Foundation recognizes both the irreplaceable environmental and economic value of the fabled "River of Grass".

For more information on the Pollo Tropical **Earth Miami on Jungle Island** offer or restaurant locations, visit www.pollotropical.com.

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 91 Pollo Tropical restaurants. 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.

About Jungle Island

Jungle Island, Miami's entertainment destination, is located on Watson Island, in the heart of the city, between Downtown Miami and South Beach. The multifaceted grounds host Miami's newest theme park, home to the world's most rare and incredible animals. Some of Jungle Island's most famous animal residents include Mama Cass, the only tame Cassowary on the planet; Hercules the liger, who holds the Guinness Book of World Records title as the World's Largest Cat; and Peanut and Pumpkin, only the third set of Orangutan twins to be born in captivity. Guests marvel at the engaging animal shows and presentations, participate in hands-on interactions with fascinating animals, and are amazed by the park's breathtaking landscapes and vistas. Guests can also go behind the scenes at Jungle Island with an exclusive VIP Safari Tour.

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ENCLOSURES: Photos and captions