



FOR IMMEDIATE RELEASE
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EAST BRUNSWICK HELPED DONATE HUNDREDS OF MEALS FOR YMCA AT POLLO TROPICAL® GRAND OPENING CELEBRATION

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EAST BRUNSWICK – Chicken fans in East Brunswick and the surrounding areas recently stepped up to the plate and helped donate hundreds of meals for the Raritan Valley YMCA at the recent Pollo Tropical® grand opening at 641 Route 18 South. The celebration featured a Robo-Surfing contest, where Pollo Tropical pledged to donate meals for each contest participant and spectator.

Customers lined up early on opening day to receive a free voucher for a Family Meal - featuring a whole grilled chicken, choice of two sides and rolls. Guests who missed the “early bird” offer were still eligible for free Pollo Tropical offers, if they texted “**POLLO103**” to **30241** or logged on to www.pollotropical.com to sign up for **Pollo Reward\$™**. Everyone who signed up for **Pollo Reward\$™** during the grand opening were automatically registered for a chance to win Free Chicken For a Year.

The East Brunswick Pollo Tropical grand opening featured three days of free family fun with games, giveaways, a bounce house, and entertainment. The first 100 children who visited the East Brunswick Pollo Tropical any of the three days received a free gift.

A highlight of the celebration included a unique inland surfing contest to benefit the YMCA. Surfers rode simulated waves up to 10 feet to show their support of the YMCA and vied for the grand prize of \$200 in Pollo Tropical gift certificates. Daniel Church wowed judges with his agility and showmanship on the surfboard to capture first place.

“Pollo Tropical is delighted to share our newest restaurant opening with the residents of East Brunswick and the surrounding areas,” said Kim Miller, Vice President of Marketing for Pollo Tropical. “The restaurant has been well received, and we look forward to playing an integral part in the community.”

The East Brunswick Pollo Tropical marks the fifth restaurant to open in New Jersey, and is the first new restaurant to open with the brand’s elevated concept. The new store boasts free table service and WiFi - as well as new menu items including customized meals.

Pollo Tropical fans may visit the other New Jersey locations at 3103 Kennedy Blvd in North Bergen, 374 Route 3 West in Clifton, 146 Route 46 East in Little Ferry and 77 US Route 1 in Metuchen.

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For more information on the East Brunswick Pollo Tropical, 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 more than 120 restaurants in six countries. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical.

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