



FOR IMMEDIATE RELEASE
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**POLLO TROPICAL® PROMOTES THE ART OF FUN
AT 48TH ANNUAL COCONUT GROVE ARTS FESTIVAL, FEBRUARY 19-21**

MEDIA CONTACTS:

Kampi Chaleunsouk
305-751-7001, x8004

Kampi@ImpactMiami.com

Jeanette Sheppard
305-751-7001, x8003

Jeanette@ImpactMiami.com

COCONUT GROVE, FL – The Coconut Grove Arts Festival is back - marking its 48th year! Pollo Tropical® is adding to all the fun with a fun-filled booth. The festival takes place from Saturday, February 19 through Monday, February 21, 2011.

The Pollo Tropical booth will be open from 10:00 a.m. to 6:00 p.m. all three days of the festival. Visitors can enjoy the popular Pollo Tropical art collection featuring Pollo-ized music artists such as Shakira and Jimmy Buffet.

Pollo Tropical will treat guests of the Coconut Grove Arts Festival to fun games and giveaways. Visit the Pollo Tropical booth to receive a coupon for a free TropiChop® or register for a chance to win the **21 DAYS TO A NEW YOU MAKEOVER** contest. The winner will receive a \$1,000 shopping spree for a new wardrobe, 21 days of free Pollo Tropical, a one-year gym membership, personalized nutritional coaching with Dr. Jo Lichten (nutritionist and author of the *Pollo Tropical 21 Days To a New You* meal plan), and a \$250 grocery shopping spree for healthy food products. The contest is free to enter for anyone 21 years or older. For a description of prizes and official contest rules, visit www.pollotropical.com/21days.

The Pollo Tropical booth will also feature the popular Spin & Win. Guests of all ages can take a turn at the wheel to win free food coupons, branded pens, keepsafes, and other great prizes. Guests may also pose with the lovable Pollo Tropical mascot, as he makes an appearance at the festival.

For more information on the Pollo Tropical booth at the Coconut Grove Arts Festival, visit www.pollotropical.com. If you miss the festival, don't fret! You can still take advantage of free offers from Pollo Tropical. Simply log on to the official Pollo Tropical website and register for Pollo Reward\$. It's simple, quick and free!

About Coconut Grove Arts Festival

In its 48th year, the Coconut Grove Arts Festival is a signature South Florida event. The festival is one of the nation's premiere outdoor fine arts festivals. The festival offers visitors the opportunity to meet and talk with exhibiting artists, sample fine cuisine, and enjoy live entertainment. The festival is a family-friendly event that provides something enjoyable for all ages. For more information on the Coconut Grove Arts Festival, visit www.coconutgroveartsfest.com.

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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 restaurants in six countries. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical.

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