



FOR IMMEDIATE RELEASE
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IRWIN ELEMENTARY GETS INTO THE SPIRIT OF FUNDRAISING WITH A BENEFIT AT EAST BRUNSWICK POLLO TROPICAL®, DEC. 21

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EAST BRUNSWICK – Irwin Elementary School is calling on East Brunswick residents to lend a helping hand by simply dining at the Pollo Tropical® located at 641 Route 18 South on Tuesday, December 21. The school will be hosting a Benefit Night from 5:00 p.m. to 8:00 p.m., where 20 percent of the sales generated by the guests of Irwin Elementary will be donated to the school.

Irwin Elementary School is an East Brunswick public school that teaches students from preschool through the fifth grade. The school encourages staff, parents and students to take great pride in working together to ensure a successful and enjoyable school experience. The Irwin Elementary staff uses a variety of teaching strategies to help students make connections between real life experiences and course work. For more information on Irwin Elementary visit www.ebnet.org/irwin.cfm.

Pollo Tropical started hosting regular Benefit Nights in August of 2008 to help nonprofit organizations such as the YMCA, Girl Scouts, Boys and Girls Clubs, local schools and Parent Teacher Associations raise money for special projects. The Benefit Nights program is available to organizations throughout the year.

For more information or to nominate your charity for a Pollo Tropical® Benefit Night, please visit www.pollotropical.com/community.

HOW IT WORKS

The first step is to visit www.pollotropical.com/community and complete and submit a **Benefit Night** request form. Once a **Benefit Night** is approved, Pollo Tropical will identify a restaurant location that is conveniently located for the organization to host the **Benefit Night**. The organization is then responsible for distributing Pollo Tropical guest vouchers for the event to the supporters—voucher layouts are provided by Pollo Tropical. After the **Benefit Night** is completed, Pollo Tropical donates to the organization 20 percent of that store's sales generated by the guests of the Benefit Night.

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.

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