



FOR IMMEDIATE RELEASE
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RELAY FOR LIFE GETS A WING UP ON FUNDRAISING WITH BENEFIT NIGHT AT SUNRISE POLLO TROPICAL®, APRIL 19

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FT. LAUDERDALE – Relay for Life of Sunrise is teaming up with Pollo Tropical® to help raise funds for the American Cancer Society. On Monday, April 19th, the organization will host a Benefit Night at the Pollo Tropical located at 12961 W. Sunrise Blvd. from 5:00 p.m. to 8:00 p.m. Twenty percent of the sales generated from the Relay for Life of Sunrise’s guests will be donated to the organization.

Relay for Life of Sunrise was founded under the American Cancer Society for Relay for Life, an event that allows members of a community and across the world to come together to recognize individuals who have or are battling cancer and loved ones who have been lost to the disease. The American Cancer Society’s mission is to eliminate cancer as a major health problem, and it dedicates itself to helping prevent and diminish the disease through “research, education, advocacy and service.”

"The Pollo Tropical Benefit Night program is an easy way for local organizations to raise funds for their initiatives," said Lesly Ortiz, Marketing Coordinator for Pollo Tropical. "By simply dining at the restaurant, community members can help worthy local causes."

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.

HOW IT WORKS

The first step is to visit www.pollotropical.com and complete and submit a **Benefit Night** request form found under the Community tab. 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.



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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 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.

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