



FOR IMMEDIATE RELEASE
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POLLO TROPICAL® MAKES FUNDRAISING EASY & “SMART” FOR THE BOY SCOUTS OF JACKSONVILLE

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JACKSONVILLE – The Boy Scouts of Jacksonville can look to earn a badge in fundraising with the help of Pollo Tropical®. The restaurant famous for its citrus-marinated grilled chicken is donating 1,500 Smart Savings Cards, a food discount card, to Jacksonville’s finest, the Boys Scouts of America. The Boy Scouts will use the Smart Savings Cards to raise much-needed funds for their special activities.

The cards feature 10 offers that can be redeemed at any company-owned Pollo Tropical. The Boy Scouts may sell the Smart Savings Cards to their family, friends, neighbors and other supporters for just \$1 and keep all the proceeds for their organizations’ specific fundraising needs.

The Smart Savings Cards feature two-for-one offers on TropiChillers®, the popular Chicken Breast Platter, and sandwich or wrap combos. The cards also include offers for a free small TropiChop® with the purchase of a drink and \$3 off a Family Meal. Offers are valid one per visit and at any company-owned Pollo Tropical in the continental U.S.

“The Pollo Tropical Smart Savings Card will benefit both the Boy Scouts of America and those who purchase the cards,” said Kim Miller, Vice President of Marketing and Communications for Pollo Tropical. “Customers can help a great cause while enjoying more than \$40 worth of savings for just \$1.”

The Pollo Tropical in Jacksonville is located at 4863 Gate Parkway in the St. Johns Town Center, next to the CVS.

For more information on the new Pollo Tropical Smart Savings Card program or to have your school participate, visit www.pollotropical.com.

The Scouts

The Boy Scouts of America provides a program for young people that builds character, trains them in the responsibilities of participating citizenship and develops personal fitness.

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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 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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