



FOR IMMEDIATE RELEASE
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**POLLO TROPICAL® RAISES MORE THAN \$14,000 THIS HALLOWEEN
TO BENEFIT ST. JUDE CHILDREN'S RESEARCH HOSPITAL**

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FLORIDA – Pollo Tropical® and St. Jude Children's Research Hospital teamed up this October to help save lives with a Halloween coupon promotion that raised more than \$14,000 for charity. Pollo Tropical Restaurants sold more than 14,000 **Treat Books** for \$1 per booklet at company-owned Pollo Tropical restaurants throughout Florida. All proceeds are being donated to St. Jude Children's Research Hospital.

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by the late entertainer Danny Thomas, St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance and no child is ever denied treatment because of the family's inability to pay. In 2010, St. Jude was ranked the most trusted charity in the nation in a public survey conducted by Harris Interactive, a highly respected international polling and research firm. St. Jude was also named the nation's top children's cancer hospital in the 2010-11 Best Children's Hospitals rankings published by U.S. News & World Report. For more information, visit www.stjude.org.

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.

For more information on Pollo Tropical®, including menu items and nutritional information, visit online at www.pollotropical.com.

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