



FOR IMMEDIATE RELEASE
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SUNRISE MIDDLE HOPES TO EARN AN “A” IN FUNDRAISING WITH BENEFIT NIGHT AT POLLO TROPICAL®, OCT 27

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FT. LAUDERDALE – Sunrise Middle School is calling on Fort Lauderdale residents to lend a helping hand with fundraising by simply dining at the Pollo Tropical® located at 2011 E. Oakland Park Blvd. on Wednesday, October 27. 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 from the guests of Sunrise Middle School will be donated to the school’s Parent Teacher Student Association (PTSA).

Sunrise Middle School is a Broward County school that serves students from 6th grade to 8th grade. The school’s Parent Teacher Student Association prides itself in promoting the welfare of the children in their homes, at school and within their communities. The goal of the PTSA is to bring teachers and parents together in order to promote education every student’s life. For more information on Sunrise Middle School or the Sunrise Middle School’s PTSA, visit www.sunrisemiddle.net.

"The Pollo Tropical Benefit Night program is an easy way for charitable organizations to raise much-needed funds," said Eduardo Vega, Marketing Coordinator Pollo Tropical. "By simply enjoying a snack or entree, customers can help worthy local causes. Every meal counts!"

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



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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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