



FOR IMMEDIATE RELEASE
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**POLLO TROPICAL® STEPPED UP TO THE PLATE
FOR WEST HOLLYWOOD ELEMENTARY
BY DONATING MORE THAN \$250 FROM ITS BENEFIT NIGHT EVENT**

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HOLLYWOOD – Pollo Tropical® donated more than \$250 to West Hollywood Elementary School as part of a Benefit Night recently hosted by Pollo Tropical at its 8299 Pines Blvd location. Twenty percent of all sales generated by the group were donated to the school.

West Hollywood Elementary is a Broward County public school whose mission is to provide the opportunity and means for all students to achieve their maximum academic potential and develop social and life skills necessary to become engaged global citizens. For more information on West Hollywood Elementary, visit www.broward.k12.fl.us/westhlwdelem.

“The Pollo Tropical Benefit Nights program is an easy way for the local community to support schools like West Hollywood Elementary,” said Kim Miller, Vice President of Marketing and Communications at Pollo Tropical. “By simply enjoying a snack or an entree, customers can help raise much-needed funds.”

Pollo Tropical began hosting 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.

Pollo Tropical also offers students and charities the opportunity to raise funds using the **Smart Savings Cards** Program. The cards are discount cards featuring 10 offers on popular Pollo Tropical menu items. Students and charities may sell the cards to their family, friends, neighbors and other supporters for just \$1 and keep all the proceeds for their schools’ specific fundraising needs.

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

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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