



FOR IMMEDIATE RELEASE

**THE RUNNING OF THE BRIDES
OFFERS HALF OFF WEDDING CATERING DEAL,
CHANCE TO WIN A FREE HONEYMOON**

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North Bergen – If you or someone you know is even *thinking* of getting married, wear a wedding dress to the North Bergen Pollo Tropical at **3103 Kennedy Blvd** on Saturday between Noon and 3:00 p.m. and you'll get a certificate for 50 percent off any wedding catering order!

The promotion is not limited to just blushing brides. Anyone who shows up in a wedding dress can have the catering discount transferred to a daughter, son, mother, father, niece, nephew, cousin, friend or foe. The 50 percent off discount is good for wedding reception catering through the end of 2010. One discount certificate per customer.

The promotion was created to launch the Pollo Tropical Wedding Guide - an online resource at www.PolloTropical.com for great wedding planning tips and affordable catering. Additionally, all brides who participate will be entered to win free food for their wedding reception of up to 200 guests.

Wear Your Wedding Dress To Pollo Tropical Day celebrates the introduction of the new Pollo Tropical online Wedding Guide (www.PolloTropical.com). The free guide provides an A to Z plan, from getting a marriage license to buying a dress, to selecting a venue, to hiring a photographer, and of course catering the reception.

As a special bonus for couples heading to the altar, Pollo Tropical is giving away a Honeymoon Getaway to the Dominican Republic courtesy of MK Travelplan. The winning couple will enjoy a romantic all-inclusive five days/four nights stay at the Meliã Caribe Tropical Resorts, where they will celebrate their union in a fun and carefree atmosphere. Beginning April 17 through May 30, couples can enter the contest by visiting www.PolloTropical.com. One entry per couple. The honeymoon package will be awarded on or around June 4, 2010. Travel must be completed by June 4, 2011. For complete contest rules please visit the contest page at www.PolloTropical.com.

"Planning a wedding can be overwhelming for anyone," said Kim Miller, Senior Director of Marketing for Pollo Tropical. "The Pollo Tropical Wedding Guide is full of helpful tips and resources that allow a couple to make their big day fabulous and affordable."

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The Pollo Tropical Wedding Guide comes complete with links to resources, money saving tips, a sample budget and detailed planning timeline. The best part is that it's free!

For more information on **Wear Your Wedding Dress To Pollo Tropical Day** and the new Wedding Guide, visit www.pollotropical.com.

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 100 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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ENCLOSURES: Photos and captions