

# Pollo Tropical

CHICKEN ON THE GRILL

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## **SOUTHWEST FLORIDA CHARITIES TO RECEIVE 'WING UP' AS PART OF UNIQUE, FOUR-MONTH LOCALLY-CREATED FUNDRAISING CAMPAIGN**

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SOUTHWEST FLORIDA - Beginning next week, Southwest Florida's most needy nonprofit organizations will get a 'wing up' as part of a locally created and locally-benefitting plan being implemented for the community by Pollo Tropical® restaurants. The second annual **"Wing Up"** campaign will launch exclusively in the Southwest Florida market.

More and more, Southwest Florida nonprofit organizations are feeling the current economic crunch through a decrease in contributions from both grants as well as local donors. To respond to these needs in Southwest Florida, Pollo Tropical restaurants created the **"Wing Up"** campaign to benefit these organizations in the form of proceeds from guest checks.

According to Grace Ugalde, Southwest Florida Marketing Coordinator for Pollo Tropical, Pollo Tropical will modify its existing Benefit Night community outreach program to be able to benefit nearly 20 organizations between August and December 2010 from among three destination Pollo Tropical restaurants in the region.

Pollo Tropical typically offers its Benefit Night to a single charitable organization once a month per Pollo Tropical restaurant location. However, with the **"Wing Up"** campaign, these Benefit Nights will happen weekly over the next four months.

Each week of the campaign, one participating charitable organization will be the benefactor of each weekly Benefit Night. The Pollo Tropical restaurant hosting the particular Benefit Night will donate 20 percent of restaurant sales that night to the charity partner's organization.

"The **'Wing Up'** campaign will help a broad range of equally-important organizations that have suffered a loss in funding due to the current economic climate," said Ugalde. "We wanted to make community participation as easy as having a meal or a quick snack."

Pollo Tropical began hosting regular benefit nights in August 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.

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## HOW IT WORKS

The first step for organizations interested in participating is to visit [www.pollotropical.com](http://www.pollotropical.com) and complete and submit a Benefit Night application.

The application is found in the Community section on the Pollo Tropical homepage.

Once the Benefit Night is approved, Pollo Tropical then works with the organization to choose a Pollo Tropical restaurant location that is conveniently located for the organization. The participating organization then assists in the promotion of the event within the community.

Pollo Tropical has three locations in Southwest Florida:

- Cape Coral at 1652 NE Pine Island Road
- Naples at 5065 Golden Gate Parkway
- Naples at 3777 East Tamiami Trail

For more information about the **Pollo Tropical “Wing Up”** campaign or to nominate your charity for a Benefit Night, visit [www.pollotropical.com](http://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 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](http://www.pollotropical.com).

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