



FOR IMMEDIATE RELEASE
4-05-11

MEDIA CONTACTS:

Jack Wolfe, 786-326-6763

jack@impactmiami.com

Jeanette Sheppard, 305-751-7001 Ext. 8003

jeanette@impactmiami.com

POLLO TROPICAL® HOSTS BENEFIT NIGHT FOR WOMEN IN DISTRESS
63 RESTAURANTS PARTICIPATE APRIL 12

In honor of the nonprofit, Women In Distress, opening the doors of its new domestic violence shelter, Pollo Tropical® is opening its doors too. The grilled chicken chain is hosting a tri-county wide benefit night at its 63 locations throughout Miami-Dade, Broward and Palm Beach counties on Tuesday, April 12 from 5:00 p.m. to 8:00 p.m.

Guests should mention the word “SAFE” when placing an order, and 20 percent of the transaction will be donated to the newly opened shelter. Funds raised will help expand the shelter from 62 to 100 beds. Pollo Tropical has pledged up to \$10,000 in donations from the Benefit Night.

“We are proud to support an organization that has helped so many women and their children escape abuse,” said Kim Miller, Pollo Tropical Vice President of Marketing & Communications and a Women In Distress Board Member. “This center can help families heal emotionally, physically and financially. There is no other organization like it in South Florida.”

This is not the first time Pollo Tropical has supported Women In Distress. In 2010 and again earlier this year, the chain collected used cell phones for the charity. To date, there have been 3,200 phones donated by Pollo Tropical customers.

“A dinnertime benefit is a fitting alliance, since dinnertime is often the one meal families eat together, and keeping families together is what Women In Distress is all about,” Miller said.

Women In Distress is a nationally accredited, nonprofit center that has been serving domestic violence victims and their families for more than three decades. In fact, the organization was just awarded the distinguished “Non-profit Organization of the Year” at the 2011 BankAtlantic Non-Profit Academy Awards.

The Center offers 24-hour crisis intervention and offers safe shelter and resources to victims and their children.

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 119 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.

###