



FOR IMMEDIATE RELEASE  
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## **MAKE YOUR MEAL COUNT FOR VOLUNTEERS OF AMERICA, BENEFIT AT TAMPA POLLO TROPICAL® ON OCTOBER 6**

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TAMPA – Volunteers of America of Florida is calling on Tampa residents to lend a helping hand by simply dining at the Pollo Tropical® located at 6276 W. Waters Avenue on Wednesday, October 6. The organization 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 Volunteers of America will be donated to the organization.

Volunteers of America is a non-profit organization that strives to assist people in building and developing their future to their greatest potential. Founded in 1896, Volunteers of America has been assisting individuals in need for over a century and currently provides services to more than two million individuals in 44 states. For more information on Volunteers of America of Florida, visit [www.voa-fla.org](http://www.voa-fla.org).

"The Pollo Tropical Benefit Night program is an easy way for charitable organizations to raise much-needed funds," said Kim Miller, Senior Director of Marketing for 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](http://www.pollotropical.com/community).

### **HOW IT WORKS**

The first step is to visit [www.pollotropical.com/community](http://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.

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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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