

FOR IMMEDIATE RELEASE



Village Partners with Local Business to Share Cost of Movie Night

Movie Night at Coral Reef Park to Feature Alvin & Chipmunks

PALMETTO BAY, Fla., (Dec. 16, 2008) – Palmetto Bay is partnering with a new, family-owned fast-food franchise to help cover the cost of bringing the film “Alvin & The Chipmunks” to Movie Night at Coral Reef Park, Dec. 27 at 6:30 p.m.

Through a unique agreement with Pollo Campero, the largest Latin-American chicken restaurant chain with more than 260 restaurants in 11 countries, the Village of Palmetto Bay is offsetting the fee associated with hosting this season’s holiday movie-night.

Guatemala-based Pollo Campero just opened its third Florida-based Pollo Campero earlier this month at 18860 S. Dixie Highway in Cutler Bay.

“This initial partnership with Pollo Campero enhances the vision of increased business involvement in the community for mutual benefits,” said Director-Parks & Recreation Ana Garcia. “Under this agreement, Pollo Campero gets to introduce itself to a new consumer base during our well attended community event, while the Village benefits by significantly reducing the cost of its popular movie-night program.”

“We are excited to partner with Pollo Campero as a program sponsor,” said Garcia. “Partnering with local business results in a win-win situation: Palmetto Bay residents enjoy fun events and local companies get great publicity.”

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*Incorporated in 2002, **The Village of Palmetto Bay** is a vibrant community of 25,000 residents nestled between Biscayne Bay and So. Dixie Highway, about 15 miles south of downtown Miami. The Village is governed by a five-member Council and operates under a Council-Manager form of government. Dubbed “The Village of Parks,” Palmetto Bay offers an extensive system of attractive parks, unique recreational opportunities, and bay access. It also is home to several excellent public schools, and a robust commercial corridor along Dixie Highway offering a diverse range of restaurants, markets, and lodging. Specifically, the Village extends from the centerline of SW 136 St., south to the centerline of SW 184 St., expanding west to the centerline of South Dixie Highway (including the center island), and east to Biscayne Bay. Visit us at www.palmettobay-fl.gov.*