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EL POLLO LOCO SOCIAL MEDIA CONTEST SEEKS SLOGANS FOR NEW CREW UNIFORMS THAT ARE #CRAZYYOU CAN WEAR

Costa Mesa, Calif. (April 28, 2014) – El Pollo Loco, the nation’s leading fire-grilled chicken restaurant chain, is asking consumers to help coin the brand’s newest slogan in 10 words or less. From April 28-May 2, consumers can submit fun, pithy slogans using #CrazyYouCanWear via Facebook and Twitter to describe, in their own words, the extraordinary lengths to which the brand goes to make authentic Mexican food using fresh, real ingredients.

Slogans submitted should highlight the brand’s menu items – whether it is El Pollo Loco’s signature citrus-marinated, fire-grilled chicken, handcrafted entrees, fresh made salsas or handmade guacamole. The winning slogan will be featured on all El Pollo Loco crew uniforms this fall.

“We have a very engaged social media community who truly love El Pollo Loco and find compelling ways to show their appreciation for the brand every day,” said Ed Valle, chief marketing officer, El Pollo Loco. “Our guests recognize that El Pollo Loco does things differently than most: preparing real food fast at reasonable prices - we call it QSR+. This contest lets consumers creatively share what they love most about the brand for the opportunity to be celebrated on our crew uniforms and win free El Pollo Loco for a year. We think that’s pretty exciting.”

All slogan submissions will be evaluated based on humor, creativity, relevancy to current topics, and the likelihood that people would want to purchase a t-shirt with that slogan on it. All submissions will be evaluated and three finalists’ slogans will be selected. The three finalists’ slogans will then be posted on El Pollo Loco’s Facebook page where visitors will be invited to vote for their favorite entry. The finalist with the most votes will be named the grand prize winner and that individual’s slogan will be featured on employee uniforms at all El Pollo Loco restaurants. Additionally, the grand prize winner will receive El Pollo Loco free for one year (a prize valued at more than \$500). The winner of the #CrazyYouCanWear contest will be selected by May 12.

(more)

For more information on El Pollo Loco's #CrazyYouCanWear contest, including official rules, please visit

www.elpolloloco.com/CrazyYouCanWear.

About El Pollo Loco

[El Pollo Loco](#) is the nation's leading fire-grilled chicken chain which operates more than 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. El Pollo Loco masterfully citrus-marinated and fire-grills chicken and handcraft entrees using fresh ingredients inspired by authentic Mexican recipes. Chicken meals are available in individual, family and catering-sized portions. Some say the lengths we go to create fresh, delicious food are crazy. We say it's Crazy You Can Taste. Visit us on our website at ElPolloLoco.com.

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