



September 6, 2017

El Pollo Loco Partners with No Kid Hungry to Help End Childhood Hunger

- | *Company to Host Month-Long Campaign to Support the Effort*
- | *El Pollo Loco in Burbank, CA hosts Dine Out for No Kid Hungry School Bus on September 13th to Raise Funds for Houston Food Bank*

COSTA MESA, Calif., Sept. 06, 2017 (GLOBE NEWSWIRE) -- El Pollo Loco ([LOCO](#)), the nation's leading fire-grilled chicken chain, is partnering with [No Kid Hungry®](#) to help end childhood hunger. The company is making a difference this September by hosting exciting events and promotions for guests from September 2 through October 6.

Throughout the campaign, participating El Pollo Loco restaurants will offer two free churros on a future visit to those who make a \$1 donation to No Kid Hungry. Additionally, those who donate \$5 will receive a coupon book with savings of over \$35. Every dollar donated connects a child to 10 meals through No Kid Hungry's programs and partnerships. No Kid Hungry will also be donating \$300,000 to support Hurricane Harvey Relief efforts from funds raised at El Pollo Loco and other No Kid Hungry partners.

"One in six kids in America doesn't get the food they need every day. This is a chilling statistic and as a restaurant company, we want to do our part to help eliminate childhood hunger," said Steve Sather, Chief Executive Officer at El Pollo Loco. "No Kid Hungry is a powerful organization that is making meaningful change and we're honored to work with them to support this important cause. We invite customers to join us in the fight and will show our appreciation for their support with a sweet treat — delicious churros."

El Pollo Loco will also be hosting the Dine Out for No Kid Hungry School Bus on Wednesday, September 13, at its Burbank restaurant located at 521 N 1st St. From 1-4 p.m. All sales made at the Burbank restaurant during the event will be donated by El Pollo Loco to the Houston Food Bank, a No Kid Hungry Partner, to provide food, water and other critical needs for the victims of Hurricane Harvey. Area residents and visitors are invited to the Burbank restaurant to enjoy free samples of Mini Churros, Chips and Guacamole, and Mini Pollo Bowls, as well as entertainment by 94.7 The Wave's Pat Prescott, prizes, and a photo booth. The bus tour kicked off in New York on August 21 and ends in Los Angeles on September 13 and has been holding events in cities along the way to highlight how and where you can dine out and make your meal count for kids and help spread the word about the impact hunger has on children in schools and communities across the country.

The school bus tour will feature a social media challenge to redefine "hangry" with a new, more serious message—that we are angry that kids are going hungry. Event attendees will have the opportunity to participate in the challenge by recording a video about why they are #hangry that kids are going hungry. Guests are also encouraged to wear orange and participate in a group photo, scheduled for around 1:30 p.m., that will be a human depiction of the hashtag "#hangry".

"Childhood hunger is a heartbreaking yet solvable problem and we're thrilled that El Pollo Loco has joined us in our efforts to help make a difference in the lives of children in America," says Diana Hovey, Senior Vice President at No Kid Hungry. "Eating out is something people are already doing, and if you can make your meal count for kids at the same time, it's an easy way to make an immediate difference."

About El Pollo Loco

[El Pollo Loco](#) (Nasdaq:LOCO) is the nation's leading fire-grilled chicken restaurant chain renowned for its masterfully citrus-marinated, fire-grilled chicken and handcrafted entrees using fresh ingredients inspired by Mexican recipes. With more than 470 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah, El Pollo Loco is expanding its presence in key markets through a combination of company and existing and new franchisee development. Visit us on our website at [ElPolloLoco.com](#).

About No Kid Hungry

No child should go hungry in America, but 1 in 6 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast, eat healthy summer meals, and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure

kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.

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