

FOR IMMEDIATE RELEASE
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Participate in California Tortilla's 'Occupy Cal Tort' Event, Help Local Food Banks and Receive FREE Chips and Queso

Washington, D.C. – Mid-Atlantic fast-casual restaurant chain California Tortilla has declared Oct. 26 as "Occupy Cal Tort Day." In reference to the Occupy movement around the globe, California Tortilla will donate 1 percent of gross sales on Oct. 26 to local food banks. In addition, all customers who support the "Occupy Cal Tort" movement will get free chips and queso with any purchase.

"We aren't quite sure what the goal of the Occupy movement is but we think they look like nice folks who might like free chips and queso," said California Tortilla's Director of Marketing Stacey Kane. "This promotion is a great way for customers to give back to the community and possibly get a little creative with their own signs."

Customers can receive free chips and queso on Oct. 26 by ordering any item on the menu and:

- Saying "Occupy Cal Tort" to the cashier.
- Printing and bringing the "Occupy Cal Tort" sign from our Facebook page and showing the cashier.
- Creating their own "Occupy Cal Tort" sign and showing it when they place an order.

In addition to the in-store promotion, customers can participate online. For each original "Occupy Cal Tort" sign uploaded to California Tortilla's Facebook page, the company will donate \$1 to local food banks.

Just what is California Tortilla? A quick-casual, Mexican restaurant with can't-find-them-anywhere-else, award-winning, critically acclaimed, outrageously popular burritos; bursting quesadillas; fabulous salads; the freshest ingredients; spunky cashiers and so much more. Check out our website, www.californiatortilla.com, for the scoop.

Where can I find California Tortilla? We're EVERYWHERE. For a listing of locations, visit <http://californiatortilla.com/locations/> or call us at 301-545-0035. You can also "like" us on Facebook and follow us on Twitter.

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