FOR IMMEDIATE RELEASE
November 14, 2011

FREE BURRITO DAY FOR SALVATION ARMY FOOD DRIVE

November 14, 2011 – The Salvation Army is partnering with Burrito Libre – Fresh Southwest Grill Restaurants to collect food for The Salvation Army's food bank. Anyone donating non-perishable food items or a cash donation will receive a FREE Large Burrito for their support of this program.

Date: Tuesday November 15, 11am – 8pm
Location: Burrito Libre, 2024 Sherwood Drive, Sherwood Park.
Media Opportunities – 11am-12pm

"Help us raise food for this much needed cause," explained, Chase Sereda, Director of Marketing. "We've raised over $5600 dollars and over 15,000 food items for the Salvation Army in our previous events so we're asking people to bring a donation of non-perishable food, or monetary donation and we'll reward them with a free large burrito of their choice."

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become the largest non-governmental direct provider of social services in the country. The Salvation Army gives hope and support to vulnerable people today and everyday in 400 communities across Canada and over 120 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, provides shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction. When you give to The Salvation Army, you are investing in the future of marginalized and overlooked people in your community.

Burrito Libre Southwest Grill is a locally owned and operated restaurant group. Burrito Libre has two locations (one in Sherwood Park and one in the University of Alberta area) and serves up amazing burritos, burrito bowls, tacos and quesadillas. These products are bursting with flavours inspired by their desire to provide their customers with fresh, natural ingredients in every menu item. Their salsas and guacamole are made fresh daily. The meats are marinated and then slow cooked and grilled on premise. Customers are very pleased that there is a fabulous new Southwest Grill in town.

For more information, please contact:

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