



**FOR IMMEDIATE RELEASE**

**CHEESEBURGER IN PARADISE PUTS CANCER NON-PROFIT IN THE PINK; OCTOBER PROMOTION GENERATES \$6,334 DONATION FOR KEEP A BREAST FOUNDATION**

**Houston, TX – November 14, 2013** – Tropical bar and grill chain, [Cheeseburger in Paradise](#), has just completed tallying proceeds from an October Breast Cancer Awareness Month promotion in conjunction with [Keep A Breast Foundation](#). The companywide “Drink Pink” program raised just over \$6,300 for the global nonprofit as a result of Cheeseburger in Paradise donating 10% of sales from a selection of its pink hued specialty [refreshments](#). Between October 1 and 31, more than 10,500 of the cocktails and non-alcoholic drinks were purchased. The resulting funds will be used to support Keep A Breast Foundation’s mission of providing support programs for young people impacted by cancer and educating people about prevention, early detection and cancer-causing toxins in our everyday environment.

The Drink Pink promotion featured the following beverages, including the just introduced Surfer Spray.

***Pink Flamingo Margarita***

Milagro Reposado Tequila and X-Rated Fusion Liqueur with a touch of strawberry and a blend of fresh citrus juices. \$7.99

***Surfer Spray***

SKYY Infusions Citrus, X-Rated Fusion Liqueur, agave nectar and cranberry juice topped with soda water. \$6.99

***South Beach Mojito***

Cruzan Mango Rum and X-Rated Fusion Liqueur shaken with orange juice, limes and mint leaves then topped with club soda. \$6.99

***Hand-Dipped Strawberry Milkshake***

House made, hand-dipped strawberry shake made with real ice cream. \$3.99

***Island Paradise***

Pineapple and coconut juices with pomegranate grenadine and a splash of Sprite. \$2.99

Guests can continue to enjoy these festive five offerings, which provide the perfect complement to a newly launched menu of coastal and beach-inspired items, including burgers that feature fresh and never frozen, 100% USDA premium-cut beef with no fillers or additives, plus buns that are baked from scratch on-site throughout the day to achieve the perfect combination of crisp crust and melt-in-your-mouth texture.

For more information about Cheeseburger in Paradise, visit [www.cheeseburgerinparadise.com](http://www.cheeseburgerinparadise.com) or follow us on Facebook: [cheeseburgerinparadise](#) and Twitter: [@cometoparadise](#).

**About Luby’s, Inc.**

Luby’s, Inc. operates restaurants under the brands Luby’s Cafeteria, Fuddruckers and Cheeseburger in Paradise and provides food service management through its Luby’s Culinary Services division. The company operates restaurants that include 93 Luby’s cafeterias, 62 Fuddruckers restaurants, 22 Cheeseburger in Paradise full service restaurants and bars, one Koo Koo Roo Chicken Bistro and one Bob Luby’s Seafood Grill. It also oversees 115 Fuddruckers franchises. The Luby’s cafeterias are located throughout Texas and other states while its Fuddruckers restaurants can be found across the United States (including Puerto Rico), Canada and Mexico. In addition, Luby’s Culinary Services provides food service management to 22 sites consisting of healthcare, higher education and corporate dining locations. To learn more, visit [www.lubysinc.com](http://www.lubysinc.com).

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