



FOR IMMEDIATE RELEASE

**CHEESEBURGER IN PARADISE INVITES GUESTS TO DRINK PINK THIS OCTOBER
WHILE RAISING FUNDS FOR CANCER NONPROFIT, KEEP A BREAST**

Houston, TX – September 26, 2013 – In support of Breast Cancer Awareness Month in October, [Cheeseburger in Paradise](#), the tropical bar and grill chain, is showcasing a palette of pink-inspired specialty drinks with 10-percent of proceeds benefitting [Keep A Breast Foundation](#). Keep A Breast Foundation is a global, nonprofit breast cancer organization, and their mission is to provide support programs for young people impacted by cancer and educate people about prevention, early detection and cancer-causing toxins in our everyday environment.

Drinking responsibly takes on new meaning with 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.

The Drink Pink promotion features the following adult and non-alcoholic 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 Blue Bell® ice cream. \$3.99

Island Paradise

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

For more information about Cheeseburger in Paradise, visit 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-operated restaurants include 92 Luby's cafeterias, 63 Fuddruckers restaurants, 23 Cheeseburger in Paradise full service restaurants and bars, two Koo Koo Roo Chicken Bistros, and one Bob Luby's Seafood Grill. Its 93 Luby's cafeterias are located throughout Texas and other states. Its Fuddruckers restaurants include 63 company-operated locations and 116 franchises across the United States (including Puerto Rico), Canada, and Mexico. Luby's Culinary Services provides food service management to 18 sites consisting of healthcare, higher education and corporate dining locations.

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