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## **CALIFORNIA TORTILLA TO DONATE OVER 400 POUNDS OF RICE AND BEANS TO CHARITY**

### ***Chain Breaks Ground in Online Marketing with Second-Place Finish in Shorty Award Voting***

**ROCKVILLE, MD** – Popular East Coast quick-casual chain California Tortilla will donate over 400 pounds of rice and beans to So Others Might Eat (SOME) and the DC Central Kitchen after hundreds of customers voted for them in the recent Shorty Awards campaign. The chain finished second in the food category, breaking ground as the only retail chain to make the top five in the contest awarding the best content providers on Twitter, a fast-rising social networking application.

Unfortunately, over half of the 400 ballots cast for the company were disqualified by the Shorty Award organizers as part of a competition-wide audit. Voters needed to have registered Twitter accounts by December 31, 2008, to be eligible to vote. Therefore, despite incredible turnout, not every vote for California Tortilla counted. The company will still donate one pound of food for each vote, even the ones that were thrown out.

“We are proud of our second-place finish in the Shorty Awards,” said Stacey Kane, Director of Marketing. “No other retail chain made the final round and we just about doubled our amount of followers during the competition. The back-and-forth instantaneous communication we have developed with our customers will be a major part of our planning and marketing strategy moving forward.”

The chain will give dry rice and beans to the two charities, fulfilling a promise made at the beginning of the final round to give one pound per vote. In addition, each of the over 400 voters received a tweet for a free taco.

Since launching their Twitter account last fall, California Tortilla has released exclusive news about promotions, reminders about in-store specials and other “insider info” to hundreds of contacts.

**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](http://www.californiatortilla.com) for all of the scoop.

**Where can I find California Tortilla?** We're EVERYWHERE! Go to [www.californiatortilla.com](http://www.californiatortilla.com), for a listing of all our locations.

For more information, please call 301-545-0035 or visit our website, [www.californiatortilla.com](http://www.californiatortilla.com), be our fan on Facebook or follow us on Twitter (<http://twitter.com/caltort>).

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