



FOR IMMEDIATE RELEASE

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Authentic Mexican Restaurant Opening May 13th in Downtown Hollywood

HOLLYWOOD, FL – May 5, 2009 – Diners who appreciate authentic Mexican cuisine will soon be saying “Orale!” with the opening of Historic Downtown Hollywood’s newest restaurant.

The common Mexican interjection, which loosely translates to “right on!”, is the namesake of – and inspiration for – Orale Mexican Restaurant, opening May 13th at 2041 Hollywood Boulevard.

There’s no need to travel south of the border to experience the culture of Mexico, from its food to its music to its ambience.

Orale’s menu features a wide variety of Mexican dishes. Specialties include fajitas, nachos, chips and salsa, and margaritas. The lunch menu will offer affordably priced combination specials. Everything can be prepared spicy, medium or mild, and it’ll all be served up in a festive setting.

“It’s very, very Mexican,” said Orale co-owner Hugo Porro. “It’s very colorful. You see cactuses everywhere, and Mexican hats, Mexican art and an Aztec calendar.”

On Friday and Saturday nights when mariachis perform, the mood inside Orale will become “more like a party atmosphere,” Porro said. “It’s going to be a very, very happy place.”

Orale Mexican Restaurant is the result of a business partnership between Porro, who holds a master’s degree in business administration; Juan Rodriguez, who managed a Mexican restaurant for 10 years; and Ignacio Gutierrez, who owned four Mexican eateries in Michigan – what Porro calls “a good combination.”

And for Orale’s owners, Historic Downtown Hollywood is a good fit. Porro said the dearth of Mexican restaurants in the bustling Downtown is a definite advantage, and he praised the Downtown District of the Hollywood Community Redevelopment Agency (CRA) and its helpful staff.

“They’re very business-friendly,” Porro said.

Orale Mexican Restaurant, at 2041 Hollywood Boulevard, will be open from 11 a.m. to 11 p.m. Sunday through Thursday and 11 a.m. to 12:30 a.m. Friday and Saturday beginning Wednesday, May 13. For more information, call 954-367-6795.

Grand-opening festivities are set for Wednesday, May 27 in conjunction with the Greater Hollywood Chamber of Commerce’s monthly Business After Hours networking event from 5 to 7 p.m. Call the Chamber at 954-923-4000 for details.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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