

FOR IMMEDIATE RELEASE

Rico's Pizzeria (Gulf Gate) Celebrates Its 10 Year Anniversary

Sarasota, FL (May 11, 2009) – Rico's Pizzeria (Gulf Gate) announced the week-long celebration of its 10 year anniversary beginning on Monday, May 25th. To mark this milestone, Rico's will offer all customers a variety of daily 10 cent specials throughout the week.

On Memorial Day, Rico's will offer a "buy one slice of pizza, get the second for 10 cents" special. Tuesday, Rico's will be giving away 250 free pizzas to the first 250 people to sign up for the Rico's email newsletter on its website (www.ricospizzatogo.com). Wednesday will offer 10 cent toppings on all pizzas throughout the day and Thursday's offering is 10 cent garlic knots. If you haven't tried them, you're in for a delicious treat!

Rico's has been serving fresh, New York style pizza in the Gulf Gate area for 10 years. It is a favorite of locals and visitors alike and has received numerous awards and recognition from local publications throughout the years including being named "Best Non-Chain Pizza" by Sarasota Magazine.

Visitors have described Rico's pizza as "exquisite" and "heavenly" and their hot sandwiches as "incredible." Visitors to Siesta Key frequently make Rico's a stop on their trip since Rico's is located in Gulf Gate, just miles from the beach.

The owners of Rico's (Gulf Gate) are excited about this event. "We are honored that Sarasota residents and visitors have allowed us to serve them Sarasota's best pizza for 10 years," said Mark Riley, "and we're looking forward to the next 10 years here!"

"We are a family owned small business and everyone around here knows that doesn't always mean success," Riley added. "We make pizza that people come back for and that's what makes it possible for us to celebrate this milestone with the Sarasota community."

About Rico's Pizzeria (Gulf Gate):

All Rico's locations are independently owned and operated. This press release applies only to the Gulf Gate location, which is owned by Mark and Marcia Riley.

Contact:

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Rico's Pizzeria

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Check out our fan page on FaceBook! Myspace & Twitter too!

Tuesday May 12th SPECIALS are \$2.00 off and dinner, \$3 off any 18" 1 topping pizza, and \$.35 Garlic Knots!

