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For Immediate Release

CASA OLE' AND THE ROSE MAKE TUESDAYS MATTER
Local Restaurants Support Breast Cancer Awareness

HOUSTON (January 5, 2010) – For the fourth year, local Casa Ole' Restaurants made a difference in the lives of Houston area women by donating 10% of sales every Tuesday in October to The Rose, Houston's leading breast cancer organization. Thanks to the generous Casa Ole' employees and loyal supporters, the total this year was \$28,472.39, bringing the four-year total to a staggering \$103,348.80!

“We are very proud to partner once again with The Rose to raise much needed funds for a great local organization that does so much for women in our community,” said Lou Porry, Chief Operating Officer of Casa Olé. “Thank you to our customers who show their support by dining with us on Tuesdays in October each year to help raise money for The Rose”.

Their generous gift is slated to help The Rose meet an increasing demand by adding an additional ultrasound machine at each location.

“In this time of economic uncertainty and belt tightening, The Rose is feeling the need to expand services,” said Dorothy Weston Gibbons, CEO and Co-founder of The Rose. “Casa Olé continues to make a tremendous impact on the women in the Houston area. This partnership will definitely save lives!”

Participating Casa Ole' Restaurants are: 1520 E. Southmore, Pasadena, TX 77502; 2726 Spencer, Pasadena, TX 77504; 7750 Spencer Hwy., Pasadena, TX 77505; 3121 Palmer Hwy., Texas City, TX 77590; 20131 Hwy. 59 N, Ste 2004, Humble, TX 77338; 12350 Gulf Frwy, Houston, TX 77034; 1483 E. Hwy. 6, Alvin, TX 77511; 1020 Federal Rd., Houston, TX 77015; 5920-A Hwy. 6 North, Houston, TX 77084; 10421 S. Post Oak, Houston, TX 77035; 16605-A El Camino Real, Houston, TX 77062; 11120 N.W. Frwy. @ 34th, Houston, TX 77092; 3100 E. Broadway, Pearland, TX 77581; 2010 Westview, Conroe, TX 77304.

About The Rose

The Rose is Houston's leading non-profit breast cancer organization, offering a full range of breast cancer screening and diagnostic services including mammograms, ultrasounds, biopsies, breast specific gamma imaging and access to treatment. Its **mission** is to reduce deaths from breast cancer by providing screening, diagnostics and access to treatment for all women regardless of their ability to pay. Key to The Rose's sustainability is that women who have the ability to pay for services help offset the costs for those who cannot pay. Last year, The Rose provided 27,837 screening and diagnostic procedures for those able to pay; 15,680 screening and diagnostic procedures at *no charge* to low income, uninsured women; 7,621 *free* patient navigation services to other treatment patients without insurance. For more information, please visit www.TheRose.org.

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