**FOR IMMEDIATE RELEASE**

 **Nando’s PERi-PERi Makes a Grand Entrance This Saturday in Hyde Park by Supporting Local Education**

**CHICAGO, January 14, 2017 –** Nando’s PERi-PERi, the South African-Portuguese restaurant known worldwide for its spicy flame-grilled chicken, celebrates its grand opening this Saturday, January 14, in the Hyde Park neighborhood of Chicago. The restaurant, at 1447 E. 53rd Street, is the 11th Nando’s to open in the greater Chicagoland area and to celebrate, Nando’s will pay it forward to Kenwood Academy High School and the University of Chicago.

100 percent of the opening-day sales will be donated to the Kenwood Academy High School in Hyde Park. The donation will help fund college visits for students of [Kenwood Academy](http://www.kenwoodacademy.org/), consistently ranked as one of the best public schools in the city.

“Nearly nine out of every 10 Kenwood Academy graduates continue on to a four-year institution, and we are proud to help support this outstanding tradition,” said Burton Heiss, CEO of [Nando’s PERi-PERi](http://www.nandosperiperi.com). “It’s all about being good neighbors, and Nando’s looks forward to becoming an integral part of the South Side.”

Three days later on Tuesday, January 17, University of Chicago students, faculty and staff will have their turn. On that day, Nando’s PERi-PERi invites the University of Chicago to eat at Nando’s new Hyde Park restaurant, for free. All students, faculty and staff who present a valid University of Chicago ID can enjoy a free spicy flame-grilled 1/4 chicken, chicken sandwich, wrap, or pita all day Tuesday, from 11am to 10pm. *Vita excolatur*! Let your life be enriched with delicious Nando’s PERi-PERi!

Nationwide, Nando's has donated more than $200,000 to schools and local non-profit organizations, all through opening-day sales.

Every Nando’s is painstakingly designed and completely unique, with earthy textures and bright colors that reflect its sunny African-Portuguese heritage. With thousands of pieces of original works of art that are a constant reminder of where the restaurant came from, Nando’s has become the largest collector of South African contemporary art in the world. Nando’s new Hyde Park restaurant features one-of-a-kind South African artwork, too, including a corrugated-metal mural that was hand-painted [in Hyde Park](http://hpherald.com/2016/12/07/artist-creates-one-of-a-kind-mural-for-hyde-park-nandos/) by South African street artist Kilmany-Jo Liversage.

Nando’s has built an intensely loyal following, from London to the Loop, by providing fresh food in a relaxed atmosphere with friendly service. Nando’s is known worldwide for its succulent PERi-PERi chicken, marinated for 24 hours, flame-grilled to perfection, and basted to the customer’s preferred flavor and spice.

**WHAT:** NANDO’S GRAND OPENING IN HYDE PARK

**WHERE:** 1447 E. 53RD STREET, CHICAGO.
**WHEN:** GRAND OPENING IS SAT., JAN. 14, AT 11AM TO 10 PM CST
 BENEFITING THE KENWOOD ACADEMY

**WHAT:** NANDO’S OPENS FOR FREE TO THE UNIVERSITY OF CHICAGO

**WHERE:** 1447 E. 53RD STREET, CHICAGO.
**WHEN:** TUESDAY JAN. 17, 11AM TO 10PM CT

**RULES:** DINE-IN ONLY. SEE TERMS BELOW. VALID UNIVERSITY OF CHICAGO ID MUST BE PRESENTED.

*\*Terms & Conditions: Only available on January 17th between 11:00am and 10:00pm at Nando's PERi-PERi located at 1447 E. 53RD Street, Hyde Park, Chicago. One free 1/4 chicken, chicken sandwich, wrap, or pita per person, on a first come first served basis, dine-in only. You need to pay for any extras, including sides or drinks (only if you want them!)*

**ABOUT NANDO’S PERi-PERi**
The first Nando’s restaurant opened its doors in 1987 in Johannesburg, South Africa. Since then, the Nando’s flame has spread to 1,200 restaurants in 23 countries on five continents. Nando’s is known worldwide for its succulent PERi-PERi chicken, marinated for 24 hours, flame-grilled to perfection, and basted to the customer’s preferred flavor and spice. It’s equally renowned for its spicy PERi-PERi, the Bird’s Eye chili pepper that indigenous Africans introduced to the Portuguese centuries ago.

Nando’s PERi-PERi made its U.S. debut in 2008 with the opening of its first location in Washington, DC. Nando’s PERi-PERi now operates three dozen restaurants in and around Chicago, Washington and Baltimore. For more information, please visit [www.nandosperiperi.com](http://www.nandosperiperi.com), follow [@NandosUSA](https://twitter.com/NandosUSA) on Twitter or Like Us at [Nando’s PERi-PERi USA](https://www.facebook.com/NandosUSA) on Facebook.

**Media Contacts**
Jim Popkin, Seven Oaks Media Group Cindy Kurman, Kurman Communications
jim@sevenoaksmedia.com kurmanstaff@kurman.com
C: (202) 253-7959 C: (312) 543-3928
[www.sevenoaksmedia.com](http://www.sevenoaksmedia.com) [www.kurman.com](http://www.kurman.com)