

INDUSTRY NEWS | February 3, 2011

## Every Blogger's Dream: To Be 'Wok Star' at Panda Express



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representing the holiday.

"Panda Express was searching for a fun and festive way to help get the word out about Chinese New Year and raise awareness for the limited time availability of Firecracker Chicken Breast," says Glenn Lunde, senior vice president and chief marketing officer. "Woking' with the local blogging community was the ideal way to ring in the holiday, and benefit charity at the same time."

According to the Chinese lunar calendar, the first moon signals the beginning of Chinese New Year. The Year of the Rabbit New Year's celebration will begin on February 3 and end on February 18. Firecracker Chicken Breast will be available in participating Panda Express locations nationwide through March 1, and will be on the restaurant's catering menu for hosting Chinese New Year parties.

Firecracker Chicken Breast features strips of marinated chicken breast; crisp red, green, and yellow bell peppers; sliced onions; and red chili peppers all cooked in a wok with Panda's original zesty firecracker sauce. Panda Express will also be offering a coupon for a free single sized portion of Firecracker Chicken Breast to Facebook fans, for one day only on February 3, the first day of the 15-day-long holiday celebration.

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