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FOR IMMEDIATE RELEASE

S'MACKS BURGERS & SHAKES TO OPEN IN JULY, 2013
Newest Venture of Gecko's Hospitality Group to Create 30 New Jobs

Sarasota, FL; April 24, 2013// - The buzz of activity on the corner of Bee Ridge and Shade is sending a message: *S'macks Burgers & Shakes* is gaining momentum! Promising to be the newest community gathering place for Sarasota, *S'macks* is stepping up to flip its first burger in July.

The former service station is sprouting a clean, sleek, vibrant look. With wood ceilings and detailing, finished concrete flooring, and specialty LED lighting inside and out, the urban comfort zone that is soon to be *S'macks* is taking form. With an 800 square foot patio, and indoor/open air seating for 64, *S'macks* offers Sarasota a delicious regeneration of Sarasota's rich culinary heritage. Our *Never Ever Burger*; and locally sourced potatoes & sustainably farmed produce; NY, Chi-Town, and specialty *S'macks-Dogs*, and our old fashioned frozen custard shakes will beckon you with tasty delights, all prepared with the highest quality ingredients.

S'macks joins siblings of the Gecko's Hospitality Group; a family of Fast Casual restaurants in Sarasota and Bradenton. Over their 20+ year run, Gecko's Grill & Pubs have created steady economic stimulus, generating jobs for thousands of employees, and has been consistently awarded "Best Of Sarasota" in numerous categories. As the newest venture of GHG's Owners, Mike Quillen and Mike Gowan, the restaurant will introduce *S'macks'* Managing Partner, Alex Floethe. *S'macks Burgers & Shakes* renews the GHG's mission to provide exceptional hospitality and fresh, local fare with a gourmet twist, with a menu that is accessible to everyone.

Look for *S'macks* to open in July, 2013. For more information, please call 941.921.3924.

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