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FOR IMMEDIATE RELEASE

S'macks Burgers & Shakes Celebrates 1st Birthday!
Better Burger Concept Is Award Winning in First Year

Sarasota, FL; July 25, 2014 // – Ah, they grow up so fast! *S'macks Burgers & Shakes*, the younger sibling of *Gecko's Grill & Pub*, is celebrating a big birthday. Wednesday, August 6 marks the beginning of the Better Burger concept's one year milestone at the corner of Bee Ridge & Shade, and what a difference a year makes!

S'macks came in to the neighborhood and quickly took stride as a new community gathering place for guests of all ages. Incorporating the ultimate in quality and freshness, *S'macks* is Polished Casual food with a conscience. With its 100% Hormone and Steroid free Bison Burgers, Choice Angus, and locally sourced Top Dogs, *S'macks'* original menu evolved to honor the requests of our guests, and now includes Chicken and Vegetarian options, daily Chef Specials, specialty Iced Teas, and inspired Frozen Custard flavors. *S'macks'* Fries, a tasty crinkle cut, immediately earned "Best Fries" distinction with SRQ magazine.

Join *S'macks* to celebrate our Birthday with *Frozen Chosen Happy Hour* from 3:00 – 5:00 Monday through Friday, where you can make a Birthday wish and enjoy your choice of Frozen Custard, Shakes, or Concretes for half price.

S'macks joins siblings of the Gecko's Hospitality Group; a family of Polished Casual restaurants in Sarasota and Bradenton. Over their 22 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 concept of GHG's Owners, Mike Quillen and Mike Gowan, *S'macks* introduced 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.

For more information, please contact 941.921.3924, or office@geckoshospitality.com.

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