print e-mail link RSS Technorati Blog Search share it blog it

Duffy's Sports Grill to Become the Official Sports Grill of the Miami Dolphins

Leading regional chain to play a key role in sponsoring Miami Dolphins fan initiatives in the Palm Beaches and Treasure Coast

PALM BEACH GARDENS, Fla., Aug. 12 /PRNewswire/ -- Shortly following Duffy's Sports Grill's recent opening of their 20th location in South Florida, the leading regional chain today announced they have been named "The Official Sports Grill of the Miami Dolphins." Duffy's will partner with the Miami Dolphins and sponsor their new initiative providing Dolphins Express fan bus service throughout the Palm Beaches and Treasure Coast.

"We are proud Duffy's has been chosen as The Official Sports Grill of the Miami Dolphins and are committed to adding significant value to the partnership in the months and years ahead. Once again it is encouraging to be recognized as the Premier Sports Grill of South Florida," said Paul Emmett, President of Duffy's Sports Grill.

In addition to providing staging locations for the buses, Duffy's will promote the program to its 300,000 MVP loyalty program members and at all their locations using their in-store TV network, table top and lobby signage. As an added benefit, Duffy's will provide MVP perks to their loyalty card customers who take advantage of the *Dolphins Express* program.

"We anticipate seeing our MVPs riding the Dolphins Express to home games at Land Shark Stadium frequently," Emmett stated.

"Thanks to partners like Duffy's, we can provide the Dolphins Express which we plan to further expand across the southern half of Florida," said Mike Dee, Dolphins CEO. "To our fans up and down the Treasure Coast from Martin to Brevard County, the Dolphins Express will be leaving from a Duffy's near you."

To kick-off the program, Miami Dolphins alumni and Hall of Famer Dwight Stephenson welcomed the first group of fans, comprised of Dolphins and "All Star" members of Duffy's MVP loyalty program, who boarded the *Dolphins Express* for a special trip to the Dolphins training camp facility in Davie for the first night practice of 2009.

About Duffy's Sports Grill

Duffy's Sports Grill, based in Palm Beach Gardens, Florida operates 20 full-service, casual-dining restaurants, all of which are located between Melbourne and Plantation on the East Coast of Florida. Established in 1985, the company has become a regional market leader known for top quality casual dining with an emphasis on freshly prepared ingredients and grilled items. Duffy's boasts a distinctly upscale sports environment complete with all the satellite programming available, over 50 TVs per location, and framed authentic sports memorabilia throughout each restaurant. For more information about Duffy's Sports Grill, please visit the company's website at **www.DuffysMVP.com**.

SOURCE Duffy's Sports Grill

back to top

Related Links:

- **http://www.DuffysMVP.com**

POWERED BY Technorati Blogs Discussing This News Release

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.
Terms and conditions, including restrictions on redistribution, apply.
Copyright © 1996- 2009 PR Newswire Association LLC. All Rights Reserved.
A **United Business Media** company.