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**East Coast Wings & Grill Grand Opening to Honor
Men and Woman in Blue**

**First Responders the Focus as Mount Pleasant Restaurant Officially
Debuts Jan. 14**

MOUNT PLEASANT, S.C., Jan. 6, 2014 — [East Coast Wings & Grill](#), a casual dining restaurant known for its fiery wings, will celebrate its Mount Pleasant location Grand Opening on Tuesday, Jan. 14, 2014, with an all day open house (11 a.m. until close) featuring appetizer, dessert and drink specials and attractions for kids. The event calls on Mount Pleasant to “*Celebrate the Post Holiday Blues, Especially Our Men and Women in Blue!*” as the party’s theme honors service members in the local community including firefighters, police officers, and ambulance and rescue team members.

Concurrent with the open house, an invitation-only event from 4-6 p.m. will include a ribbon cutting ceremony, wing eating contest and, for the especially brave, the Insanity Wing Challenge. East Coast Wings’ trademark Insanity Wing has a sauce measuring over 2 million Scoville

units, and customers must sign a waiver before ordering.

To further honor our local heroes, Mount Pleasant East Coast Wings & Grill is earmarking a percentage of the Grand Opening's proceeds to Law Enforcement Torch Run® (LETR) for Special Olympics, a charitable organization dedicated to providing sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. The Mount Pleasant Police Department works very closely with LETR and Special Olympics athletes.

The restaurant is located near the Mount Pleasant Towne Center, at 1909 Highway 17 North, and features 75 flavors of wings in nine levels of heat intensities, and a six-page menu incorporates casual dining fare including burgers, salads, sandwiches and more.

For more information visit www.EastCoastWings.com or follow East Coast Wings & Grill-Mount Pleasant on [Facebook](https://www.facebook.com/pages/East-Coast-Wings-Grill-Mt-Pleasant-SC/354085308060370).

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About East Coast Wings & Grill

East Coast Wings & Grill, a fast growing casual dining chicken wing franchise, has 26 locations and has signed agreements to add over 80 new restaurants across the country within the next five years. The franchise concept not only caters to the chicken wing lover by offering 75 different

flavors of chicken wings in any of nine heat intensities, but also salads, wraps, sandwiches, burgers and more, all using fresh, not frozen ingredients. To learn more about the franchise concept or about exciting franchise opportunities please visit www.eastcoastwingsfranchise.com for more information.

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