



NEWS

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**CHURCH'S CHICKEN® LAUNCHES 'DAYS OF SERVICE'
TO HONOR THE BRAND'S KEY MARKETS DURING 65TH ANNIVERSARY**

ATLANTA, GA - *Church's Chicken*®, the global brand that began serving hot fried chicken in 1952, is celebrating 65 years of service with events taking place throughout 2017. The brand will celebrate this milestone in multiple markets with festivities, special promotions, and a spotlight on the unique people, places, and food that have contributed to more than six decades of success. A key component to its anniversary celebrations includes the launch of the **Days Of Service** campaign. The community-oriented program, spanning multiple markets, is set to kick off in the brand's hometown of San Antonio and will included at least six other key markets in the U.S.

"*Church's* is made up of neighborhood restaurants that are genuinely connected to the unique communities they serve. The closer we are to our individual guests, the better we understand how to help each other," said Joe Christina, CEO of *Church's Chicken*. "Our goal isn't just to serve good food that our guests love. We're also celebrating local differences and pride within each community, and acknowledging what makes them so great. Our guests are why we're here. They're all different and unique. So, we're dedicated to giving back to their communities in meaningful ways - whether that be monetary and in-kind contributions, volunteer hours, or civic pride," Christina added.

It's an important commitment from one of the world's largest chicken brands, which now operates more than 1,600 locations in 27 countries. And while the fresh, warm, hand-battered fried chicken and honey butter biscuits that put the brand on the map are still a cornerstone of the great chicken experiences guests love, it's the spirit of connection and putting people first that unites *Church's* world of "chicken passionates" from their first restaurant in San Antonio all the way to Singapore.

"Our **Days Of Service** campaign allows us to express how deeply we care about these local communities and we're going to inspire others to take an active role in working together to build stronger connections."

The **Days Of Service** campaign will kick off in San Antonio on April 17, 2017. Other markets include Atlanta, GA; Compton, CA; McAllen, TX; Memphis, TN; New Orleans, LA; and St. Louis, MO. *Church's* will host a special

Cajun Operating Company d/b/a Church's Chicken and Texas Chicken
www.churchs.com

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anniversary celebration in each market and conduct community-focused projects tailored to each individual community. The brand will be working with local charities and community leaders to fulfill its commitment to supporting these markets through the campaign.

“Church’s has been community- service-minded throughout its history,” Christina shared. “The needs of our guests in one market are vastly different from the needs of another. Making genuine connections with our guests as individuals has been a priority for us for 65 years, and we’re so proud of that.”

Our History

Church’s was founded in San Antonio, TX, in 1952 by George W. Church Sr., a retired incubator salesman with more than 20 years in the poultry industry. By 1955, the menu consisted of fried chicken, french fries, and jalapeños. The brand experienced rapid growth, and by 1974 there were 487 restaurants in 22 states, with [international](#) expansion beginning shortly after in 1979. [Today](#), *Church’s* is one of the largest quick service restaurant chicken chains in the world.

Happy (65th Anniversary) Hour

Church’s anniversary celebrations will include promotions and other fun activities for guests who want to join. *Church’s* will be offering Customer Appreciation Days which include a Happy (65th Anniversary) Hour featuring 65-cent fried chicken legs and thighs. The Happy Hours will take place April 17-21, 2017 from 2-4 p.m. at participating restaurants. There’s no limit on the number of legs or thighs purchased, but the offer is good only while supplies are available. Check your local *Church’s* for details.

For more information on *Church’s Chicken*, visit www.churchs.com.

About Church’s Chicken®

Founded in San Antonio, TX in 1952 by George W. Church, *Church’s Chicken®* is one of the largest quick service restaurant chicken chains in the world. *Church’s®* specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, *Tender Strips®*, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church’s®* (along with its sister brand *Texas Chicken®* outside the Americas) has more than 1,600 locations in 27 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow *Church’s®* on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

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