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**CHURCH'S CHICKEN® AND COCA-COLA® PROVIDE A ONCE  
IN A LIFETIME CHANCE FOR ONE GRAND PRIZE WINNER TO ROCK THE  
AMERICAN MUSIC AWARDS® AND PARTY LIKE A ROCK STAR**  
*All Entrants Receive Free Music Downloads*

**ATLANTA – (July 29, 2013)** – Church's Chicken and Coca-Cola are making it possible for one lucky winner and a guest to attend the American Music Awards, one of the most popular music events of the year held in Los Angeles. In addition to the trip, the winner will receive a \$2,000 shopping spree extravaganza in order to dress the part and truly rock the AMAs. And that's not all. The grand prize winner will arrive at the AMAs in style with door to door limousine service and exclusive backstage access, to truly party like a rock star at the awards show. The American Music Awards show is scheduled to air live on Sunday, November 24, 2013.

"We're all used to watching the AMAs from our homes and we can only imagine the experience of actually being at the show and seeing top artists and performances up close. Church's and Coca-Cola are excited about giving our customers this once in a lifetime chance to win this incredible prize," said Rob Crews, Church's Chief Marketing Officer. "We know from past promotions that music plays an important role in our customers' lives. Last year at this time, we gave away thousands of music downloads. And we anticipate bringing music to our customers' ears once again with more than a million downloads available to anyone who registers for the Coca-Cola and Church's Music Sweepstakes. Our customers are engaged whenever it comes to contests and sweepstakes that include music."

**How to Enter**

Starting July 29, 2013 through September 29, 2013 consumers can visit [www.CocaColaRocktheAMAs.com](http://www.CocaColaRocktheAMAs.com), and complete and submit their registration forms to be entered into the sweepstakes. No purchase is necessary to enter or win a prize. This sweepstakes is open to all legal United States residents, 18 or older.

After registering, entrants will receive an email with a URL link and a code to use to receive their free music download. Each entrant is eligible to receive up to five downloads during the course of the promotion from July 29, 2013 through September 29, 2013.

**Prizes**

One Grand Prize and one First Prize will be awarded.

Grand Prize is a trip for two to Los Angeles, CA in November to attend the American Music Awards and a \$2,000 gift card for a shopping spree. The approximate retail value of the Grand Prize is \$7,200. First Prize is an AMA home viewing party package comprised of an HDTV flat screen television with surround sound and \$200 worth of catered Church's Chicken products and Coca-Cola beverages (or a \$200 gift card if winner is not within a 20-mile radius from a Church's Chicken location). The approximate retail value of the First Prize is \$1,200.

For complete official rules, prize descriptions and all other details visit [www.CocaColaRocktheAMAs.com](http://www.CocaColaRocktheAMAs.com).

#### **ABOUT CHURCH'S CHICKEN**

Founded in San Antonio, TX in 1952, Church's Chicken® is a highly recognized brand name in the Quick Service Restaurant sector and is one of the largest quick service chicken concepts in the world. Church's serves up a rich tradition of gracious Southern hospitality and freshly prepared, high quality, authentic home-style fare, to help people provide affordable, complete meals for their families. Church's menu includes flavorful chicken both Original and Spicy and Tender Strips® and sandwiches with classic sides and hand-made from scratch biscuits. The Church's system consists of more than 1700 locations in 25 countries and system-wide sales of more than \$1 billion. For more information on Church's Chicken, visit [www.churchs.com](http://www.churchs.com)

#### **ABOUT THE AMERICAN MUSIC AWARDS**

In 1973 Dick Clark created the American Music Awards to pay tribute to popular musicians from various genres of music and to put audiences in touch with the latest phenomena in American music. Since its founding, the AMAs have honored and showcased the talents of some of the biggest names in the music industry. Archived footage and photography are available upon request. For additional information, visit [www.dickclark.com](http://www.dickclark.com).