



FOR IMMEDIATE RELEASE
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CHURCH'S CHICKEN® PROVES IT'S A TOP CONTENDER FOR THE "BIG GAME" VIEWING PARTIES ON FEBRUARY 1

Popular chicken chain makes pizza seem passé for parties

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ATLANTA, GA- *Church's Chicken*®, one of the largest quick-service restaurant chicken chains in the world, has what it takes to be the life of the party for the "Big Game" on Sunday, February 1, 2015. Pizza has long dominated the playing field during the big game, but the chicken giant believes its new \$10 Big Game Box is such a meatier alternative that they can take a bite out of this pizza-dominant day. The special promotional meal deal, available now through February 1, offers enough food to feed the entire front line—five legs and thighs, five tenders and five biscuits.

"We're playing offense here," said Adam Tabachnikoff, Vice President of Activation and Product Marketing for *Church's Chicken*®. "It's a pretty simple choice—do you want soggy dough, watered down sauce and bland cheese, or would you prefer to bite into a hot and juicy hand-battered, fresh crispy chicken strip or meaty thigh and signature honey-butter biscuit? Our guests tell us pro football deserves pro-tein, not processed pepperoni."

Picture Worth a 1,000 pixels

Eligible U.S. customers over the age of 18 who pose with their Big Game Box will earn the chance to win big now through Sunday, February 1. All week long, fans may upload their pictures to Twitter or Instagram with the hashtag #BigGameBox to automatically be entered for a chance to win a free flat screen LED TV! A winner will be selected on Monday, February 2, 2015. Also, for every photo uploaded, \$1 will be donated to the *Church's*® Scholars Program toward college scholarships for deserving students for the 2015-16 school year. Visit www.churchs.com for complete rules for entering. Exclusions apply.

Of course, Chicken Passionates may create other customized large party orders on game day and throughout the year from *Church's* a la carte menu or boxed meals. The brand offers a selection of hand-battered chicken- white, mixed, legs and thighs, or tenders- paired with scratch-made honey-butter biscuits and classic sides, including fries, mashed potatoes, coleslaw, macaroni & cheese, and *Jalapeño Cheese Bombers*®. For those who don't want to get their hands dirty, *Church's* provides utensils, napkins and other accoutrements.

The Big Game Box will be available now through Sunday, February 1 at participating locations while supplies last. For more information about *Church's Chicken's* \$10 Big Game Box or other large party options, visit www.churchs.com.



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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 in small batches throughout the day that are hand-battered and double-breaded, *Tender Strips*[®], sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, homestyle sides all for a great value. *Church's* has more than 1,650 locations in 23 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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