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NEWS

FOR IMMEDIATE RELEASE
02/12/15

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CHURCH'S CHICKEN® NAMES INK LINK MARKETING AS PUBLIC RELATIONS AGENCY OF RECORD

*South Florida-based agency to assist in national growth plans of quick-service
chicken chain*

Atlanta, GA – Feb 12, 2015—Ink Link Marketing, a leading marketing and public relations firm specializing in the restaurant and hospitality space, was named PR Agency of Record by *Church's Chicken®*, one of the largest quick-service restaurant chicken chains in the world.

Church's Chicken is known for its fresh, hand-battered fried chicken, biscuits made from scratch and craveable sides. The iconic brand has been in a rebuilding phase, launching a new marketing campaign, new image and décor packages and new product news.

“Our customers are looking at us with renewed interest, because of the ways we have added value in our offerings,” said Mark Snyder, Chief Marketing Officer for the brand. “Quite simply, customers are at the center of our strategy and our guests are rewarding us for that strategy with increased sales and transactions.”

“We believe the time is right to begin to share some of the incredible success that both our franchisees and company restaurants are enjoying. We believe Ink Link Marketing, with their deep understanding of restaurants, can help us share the love story with our guests,” said Adam Tabachnikoff, Vice President of Activation and Product Marketing for *Church's Chicken*.

Ink Link Marketing will support all new product rollouts, marketing campaigns, and promotional and development opportunities for the brand.

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-

www.Churchs.com

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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* has more than 1650 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.

About Ink Link Marketing

Ink Link Marketing, LLC is a full-service PR and promotions agency that specializes in the restaurant and food service industry. Founded by seasoned marketing and public relations professional, Kimberly Miller, Ink Link has offices in Miami Lakes, FL and Los Angeles, CA. Bulldog Reporter named the PR and Promotions firm New Agency of the Year in 2013. For more information about Ink Link Marketing, visit online at www.InkLinkMarketing.com or call 305.631.2283.

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