

HAVE *the* LOVE®



FOR IMMEDIATE RELEASE
2/16/2016

Contact: Alex Autry
866.252.1750, x129
Alex@inklinkmarketing.com

Church's Chicken® Celebrates Compton *Limited Edition Retro Gear at Compton Location Available for a Limited Time Only*

ATLANTA, GA— For years the happenings of the Compton community and its rich history have played out in some of the most popular TV shows and critically acclaimed films and documentaries. With some of the finest rappers and musicians in the history of our country coming straight out of Compton, *Church's Chicken* prides itself on being a staple in the community for 20 years.

As the brand that brought you the *Fast Company* documentary series, chronicling the story of extreme competitive drumming, *Church's Chicken*® is no stranger to the music scene itself. This month, the chicken giant returned to its musical affinity and to one of its most beloved communities, Compton, California.

Guests rushed to their neighborhood Compton location, purchasing Compton Family Meal Deal. As a special thank you, the iconic brand gifted them with a limited edition, retro style *Church's Chicken* hat or t-shirt, reminiscent of an earlier decade that made *Church's* a household name in the Compton area.

"*Church's* mission starts with the community that it's built around," says Mark Snyder, Chief Marketing Officer for *Church's Chicken*. "Our chicken has been loved for 20 years in the Compton area. We know this community and are proud to be a part of it."

As part of this celebration, *Church's Chicken* was on-site to talk with the community about the brand's mention in a popular rap song. The *Church's* team celebrated a big night in music alongside their Compton crewmembers and fans. All of these videos are now featured on [Church's Chicken® Twitter page](#).

"We're as big of fans of the people in this great city as they are of our fried chicken. *Church's Chicken* and Compton are truly part of each other's history," admits Snyder. "This community is incredibly passionate and supportive of its artists and the brands they love, and we're just thankful to be a part of it."

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 1,650 locations in 25 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.

www.churchs.com

Headquarters: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770)-350-3843