

HAVE *the* LOVE®



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Contact: Alex Autry
866.252.1750, x303
alex@inklinkmarketing.com

CHURCH'S CHICKEN® SPONSORS FIRE STATION 16'S 45TH ANNUAL HOLIDAY LUNCHEON

LONG-STANDING COMMUNITY TRADITION HELPED TO FEED MORE THAN 600

ATLANTA, GA – *Church's Chicken* helped serve up family fun and holiday spirits, as the brand sponsored the 45th Annual Holiday Luncheon. For the fifth consecutive year, the southern bred chicken giant, known for its freshly prepared, hand-battered fried chicken, honey-butter biscuits, and delicious side items provided a festive holiday meal to more than 600 families while providing toys for the attending children.

"The Holiday Luncheon is something we look forward to each year," said Mark Snyder, Chief Marketing Officer at *Church's Chicken*. "The communities we serve are family to us. It's both our pleasure and our duty to support whenever possible. This has been the perfect opportunity over the years to connect and put smiles on faces; not only inside our restaurants but also in the communities we serve."

With the support of the Atlanta Fire and Rescue Department, *Church's Chicken* and the Mistress of Ceremonies, Karen Graham and our sponsors, the family function made a warm holiday meal and holiday gifts available to 475 children this year.

In 1963 Fire Station 16 accepted the first African American firefighters into the Atlanta Fire Department. The group celebrated with an organized Christmas dinner serving families in the community and providing toys for the children. Forty-five years later, and the holiday luncheon still remains a highly anticipated local tradition.

In addition to Mr. Snyder, other notable guests included Church's® CEO Jim Hyatt along with Fire Chief Joel Baker.

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.

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www.churchs.com

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