

## FOR IMMEDIATE RELEASE

11/2/2015

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### **CHURCH'S CHICKEN® AND ATLANTA HAWKS JOIN FORCES**

*MULTI-YEAR DEAL TO INCLUDE ADVERTISING, MERCHANDISING AND LOCAL STORE MARKETING*

ATLANTA, GA – Last week, two of Atlanta's hometown favorites agreed to a multi-year deal. *Church's Chicken* and the Atlanta Hawks Basketball Club have joined forces in a brand alliance to include broadcast media, high value in-arena signage, appearance and marketing benefits, and much more in Philips Arena as well as surrounding *Church's*® locations.

"Similar to the Hawks, *Church's Chicken* is a hometown staple here in Atlanta. Our organization is proud to partner with a brand that cares about community as much as they do about quality and delivering a great customer experience," shared Andrew Saltzman, Executive Vice President and Chief Revenue Officer of the Atlanta Hawks.

### **MARKET MAKEOVER**

"This strategic alliance couldn't have come at a better time. As we continue to reimagine our Atlanta locations and the Hawks make plans to remodel their own home, it seems our joint efforts are truly in sync when it comes to investing in the city," said Mark Snyder, Global Chief Marketing Officer at *Church's Chicken*. "Clearly both the Hawks and *Church's* 'Have The Love' for Atlanta."

Known for its freshly prepared, hand-battered fried chicken, honey-butter biscuits, and delicious side items, *Church's* is also committed to serving and uplifting cities in which its restaurants are located. *Church's* and its franchisees plan to complete reimaging of all of Atlanta-area *Church's* restaurants with a new design package.

"I'm sincerely happy to be a part of the strides that we're making in the Atlanta community in conjunction with the Atlanta Hawks. When you bring two of Atlanta's most well-known brands together, magic can happen. The sponsorship deal clearly is a slam dunk for our brand to help us reach existing guests and new fans," says Ali Chunara, Atlanta Franchisee.

### **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](http://www.churchs.com). Follow *Church's* on Facebook at [www.facebook.com/churchschicken](http://www.facebook.com/churchschicken) and Twitter at [www.twitter.com/churchschicken](http://www.twitter.com/churchschicken).

**About Atlanta Hawks**

With a bold identity and strong new ownership, the Atlanta Hawks Basketball Club and Philips Arena remain committed to making Atlantans proud on the court and off. The 2014-15 Southeast Division Champions, the Hawks have made the postseason in eight consecutive seasons and reached the Eastern Conference Finals for the first time in franchise history in 2015. Off the court, the organization has built a culture of inclusion, diversity and innovation, all with a touch of Southern Hospitality. It continues into the community where the organization builds bridges through basketball, whether by constructing and refurbishing courts in Atlanta neighborhoods, providing scholarships to our basketball camps, or surprising and delighting our fans with unique Atlanta Hawks experiences. Atlanta Hawks Membership, which includes your seat for every home game for the 2015-16 regular season games, is on sale now at [www.hawks.com/membership](http://www.hawks.com/membership) or by calling 866-715-1500! For more information on the Hawks, log on to [www.hawks.com](http://www.hawks.com) today or follow us on twitter @ATLHawks.

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