



NEWS

FOR IMMEDIATE RELEASE

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Church's Chicken® Raises More than a Quarter-Million Dollars for No Kid Hungry® Church's® Restaurants Presents \$300,167 Towards Ending Childhood Hunger

DALLAS, TX –From March 27th until April 24th of 2016, Church's Chicken restaurants nationwide spearheaded efforts to raise as much money as possible for [No Kid Hungry®](#) - a campaign of the nonprofit [Share Our Strength](#) dedicated to providing access to meals for children in need. On Wednesday, October 12th, the popular fried chicken restaurant chain awarded No Kid Hungry with \$300,167 raised this year – double what the brand set out to achieve for the year.

"Church's is about two things – good, hearty meals and happy, well-fed families," said Georgia Margeson, Senior Director of Advertising at Church's Chicken. "Partnering with No Kid Hungry has been the ideal way to make that mission matter to the communities and people we serve."

To achieve this goal, Church's Chicken started with a plan to donate \$1 from every "Sweet Start" Meal to support the efforts of No Kid Hungry nationwide. Also, guests who donated \$1 to No Kid Hungry and the fight on childhood hunger received a Church's coupon booklet valued at over \$15 in savings, with 100% of proceeds going to No Kid Hungry. Church's surpassed its initial \$150,000 goal in April of this year.

"The fact that we were able to almost double our original expected donation is a testament to how amazing our guests and team members are," added Margeson. "We were not at all surprised to find our fans and customers cared just as deeply about helping children as we do. We are thankful to their generosity and we applaud their compassionate spirit."

Church's Chicken partnered with No Kid Hungry in order to combat the hunger that one in five children in America face every day, not knowing when or how their next meals may be possible. With every dollar of donation connecting each child with 10 meals, Church's \$300,167 donation has the potential to provide food to more than 1.5 million hungry children across America. The brand is already exploring opportunities to continue the partnership and other support efforts for the organization's future goals.

"Church's has been an incredible partner to work with," said Diana Hovey, Senior Director of Dine Out for No Kid Hungry. "The brand went above and beyond their goal, and we are so thankful for them and their customers for supporting this organization."

About Church's Chicken®

www.churchs.com

Headquarters: 980 Hammond Drive, Suite 100 Atlanta, GA 30328 (770)-350-3843

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.

About No Kid Hungry®

No child should go hungry in America, but 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.

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