



NEWS

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CHURCH'S CHICKEN® SHINES THE SPOTLIGHT ON HEADQUARTERS CITY "Church's® Loves Atlanta" Documentary Premieres on Film Platform Aug. 12

ATLANTA, GA -- [Church's Chicken®](#) announced that the latest in its short-film series, *Church's Loves Community*, featuring the stories of the neighborhoods in which it does business, will premiere on independent film hub [Nowness.com](#) on Saturday, August 12th. The site, which boasts approximately five million viewers, serves as the go-to global video channel screening the best in culture based films. The "*Atlanta From the Ashes*" documentary tells the story of the city *Church's®* calls home through the eyes of historians and community leaders, along with the Church's crew and customers who walk through its doors. The frank and heartwarming short is the latest in a series of documentaries sponsored by the 65 year-old iconic brand, best known for hand-battered chicken, a signature jalapeno pepper and scratch-made honey-butter biscuits.

"The documentary is incredibly personal for me because I am from Atlanta. I grew up here and many of the people interviewed for the film are close friends of mine," said [Andrew Litten](#), the director of the entire *Church's Loves Community* series. "It was a discovery on my part to see 1918889Atlanta in a new light and to showcase its resiliency on a pedestal." Litten directed the series in collaboration with *Church's* and its digital agency of record, [BFG](#).

"Every city in which we serve has a unique story to tell," said [Laura Reese](#), Senior Director of Media, Digital, and Public Relations. "This film series gives us the opportunity to highlight individuals and neighborhoods who share the same values that we do: most importantly, working together and showing we care. We are honored to be a part of the fabric of Atlanta, and all of our host communities."

The "*Atlanta From the Ashes*" movie will be the only film featured on the popular site on Saturday. Viewers can watch it exclusively on [Nowness.com](#) until August 27th.

San Antonio, TX, the birthplace of *Church's Chicken*, as well as Compton, CA and St. Louis, MO have all been featured in in the "Community" series. To view these films and learn more about *Church's Loves Community*, visit [Churchs.com](#) and *Church's* official [Facebook](#) and [Twitter](#) pages or visit us on [YouTube](#).

About Church's Chicken®

Cajun Operating Company d/b/a Church's Chicken and Texas Chicken
[www.churchs.com](#)

Restaurant Support Center: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770) 350-3800

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 1,600 locations in 27 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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