

**FOR the
LOVE
of CHICKEN™**



FOR IMMEDIATE RELEASE

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**CHURCH'S CHICKEN® SHINES THE SPOTLIGHT ON SAN ANTONIO
IN HONOR OF CHAIN'S 64TH ANNIVERSARY**

ATLANTA, GA -- In honor of its 64th anniversary, *Church's Chicken*® is returning to its Texas roots and celebrating the birthplace of its very first restaurant - San Antonio, TX. As part of the "*Church's*® Loves Communities" campaign, the brand released a short documentary highlighting San Antonio, the people who live there and everything that gives it character. The "*Church's* Loves San Antonio" documentary is now available on Churchs.com and *Church's* official [YouTube](#) page.

"At *Church's*, we love, respect and value the communities we call home, and have been demonstrating that since our inception in 1952," said Mark Snyder, Chief Marketing Officer for *Church's Chicken*. "Our '*Church's* Loves Communities' campaign provides a platform to showcase the essence of key cities and neighborhoods we serve and our team members who add great value to both our restaurants and these areas. As the original hometown of our brand, it was natural to put the spotlight on San Antonio, especially during our anniversary."

The "*Church's* Loves San Antonio" documentary is the second installment of the series. *Church's* first film cast the spotlight on [Compton](#), CA earlier this year. Each documentary tackles issues and elements of progress within the cultural makeup of the community. The San Antonio short features the issue of immigration. As the U.S. city with the largest Hispanic population, it generated topics of immigration in conjunction with family, work ethic and Mexican-American culture. This latest film takes viewers on this journey from the perspective of a 19-year-old *Church's* Employee Scholar who resides in the greater San Antonio area. In addition to working full-time at her local *Church's* restaurant, she is also enrolled at Coastal Bend College.

"*Church's* has long been a community brand," said Snyder. "We have established ourselves and our locations in neighborhoods, where we have become contributing members of the community. This has allowed us to build strong connections and loyalty that help us connect better with our guests and the residents of our communities."

www.churchs.com

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

Additional cities are being considered for the “Church’s Loves Community” campaign. To follow this program or for more information, visit Churchs.com.

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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