

HAVE *the* LOVE[®]



10/30/2015

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

**CHURCH'S CHICKEN[®] BECOMES THE FIRST QUICK SERVICE RESTAURANT TO
SPONSOR RIDE AT SIX FLAGS OVER GEORGIA**
CHURCH'S CHICKEN[®] GIVES GEORGIA SCORCHER A NEW LOOK

ATLANTA, GA – Winter may be on the horizon, but the Georgia Scorcher is heating up. Six Flags Over Georgia recently unveiled a fresh new look for the Georgia Scorcher as part of the upcoming second season of Holiday in the Park[®], a wintertime celebration with more than one million LED lights, beautiful Christmas trees and many of the park's most popular rides. *Church's Chicken[®]* has teamed up with Six Flags for the sponsorship of the park's thrilling, stand-up steel coaster. Known for its freshly prepared, hand-battered fried chicken, honey-butter biscuits, and delicious side items, Church's is the first ever quick-service restaurant concept to sponsor a ride at Six Flags Over Georgia. Now through early January 2016, the Georgia Scorcher will be wrapped in *Church's Chicken* branding.

"We're ecstatic to have been awarded this opportunity with Six Flags Over Georgia and the Georgia Scorcher," said Robert Jacks, Field Marketing Manager at *Church's Chicken*. "It's just one more way we're bringing the love to our loyal guests and chicken lovers everywhere, whether it be at the drive-thru or 100 feet up."

This season, Church's Chicken will also be the presenting sponsor of Six Flags Over Georgia's Holiday In the Park event. In addition to the wrapping of the Georgia Scorcher, visitors will find Church's branding throughout the theme park. From behind the counter to the theme park, whether it's a dinner or a family outing, Church's is along for the ride.

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 23 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 Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with \$1.2 billion in revenue and 18 parks across the United States, Mexico and Canada. For 54 years, Six Flags has entertained millions of

www.churchs.com

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

families with world-class coasters, themed rides, thrilling water parks and unique attractions. For more information, visit www.sixflags.com.

###

www.churchs.com

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