

HAVE *the* LOVE®



FOR IMMEDIATE RELEASE
6/26/15

Contact: Carlos Martinez
866-571-3449
Carlos@inklinkmarketing.com

CHURCH'S CHICKEN® AND WORLD'S FASTEST DRUMMER BRING EXTREME DRUMMING TO NASHVILLE, JULY 9-11

Drummers compete for World Champion title at Music City Center

NASHVILLE, TN – *Church's Chicken*®, one of the world's largest quick service chicken restaurant chains, has once again teamed up with World's Fastest Drummer (WFD) to become an exclusive sponsor of the **2015 World's Fastest Drummer (WFD) – World Finals**. The extreme sport drumming competition will take place July 9-11, 2015 at the Music City Center located at 201 Fifth Avenue South in downtown Nashville, TN.

The **2015 World's Fastest Drummer (WFD) – World Finals** begins July 9 with prelims that will take place through July 10 from 10 a.m. to 5 p.m. Finalists who make it through the qualifying Battle of the Hands and Battle of the Feet categories will compete at the WFD World Finals Championship that will take place on July 11 at 2 p.m. for the exclusive title of World's Fastest Drummer.

"Nashville is one of the country's premiere music destinations," said Mark Snyder, Global Chief Marketing Officer at *Church's Chicken*. "We are excited to continue our partnership with World's Fastest Drummer, especially in such an established community of music lovers."

The **WFD - World Finals** marks the continuation of *Church's Chicken's* support of the extreme drumming competition that originated in Atlanta, the site of the inaugural WFD -Southeast Championship that took place in April of this year. During the Southeast Finals, held at the Atlanta Institute of Music and Media (AIMM), WFD crowned Charles Goodwin the Hands Champion and Joshua Robinson as the Feet Champion.

"Working with WFD in Nashville really brings our partnership full-circle," continued Snyder. "As a brand that knows a thing or two about drumsticks, education – specifically music education – is a cause that we strongly support. Competitions like WFD really emphasize the natural fit of great music and a great meal."

Honoring Drumming Legends

On Saturday, July 11, 2015, *Church's Chicken* and WFD will be kicking off the Finals by honoring three living legends in drumming with the *WFD-Church's Chicken Legends Series Award*. This year's recipients are D.J. Fontana (drummer for Elvis Presley), WS Holland (drummer for Johnny Cash) and Richie Albright (drummer for Waylon Jennings).

www.churchs.com

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

“The passion and innovation that these drummers demonstrated throughout their careers helped shape what Rock and Roll, Country, and Out Law music is today,” said Boo McAfee, creator of WFD events.

The Legends Series Awards will begin at 2 p.m. on July 11, and is a featured attraction for the Summer National Association of Music Merchants (NAMM) show held at the Music City Center. The event is open to the public with a day ticket as part of NAMM’s Industry Day. The awards will be presented by radio and TV celebrity host Charlie Chase.

“In continuing support of music education, *Church’s Chicken* is proudly donating \$1,000 in honor of each award recipients’ name to Nashville’s W.O. Smith Music School,” added Snyder.

Fast Company

Church’s Chicken will also be premiering its documentary, *Fast Company*, which was filmed during the Southeast Championship. The short film delves into the lives of some of the people who make up World’s Fastest Drummer, including former champions and founding members. *Church’s Chicken* will be hosting an exclusive screening of the film on July 10, 2015 at the Music City Center.

The film was produced in conjunction with About Face Media.

For more information on the **World’s Fastest Drummer – World Finals**, please visit www.WorldsFastestDrummer.com.

About WFD World’s Fastest Drummer Extreme Sport Drumming

WFD is a sporting event that challenges speed drummers and employs an instrument called the Drumometer that counts drum strokes. The Drumometer is accepted by both the Guinness World Records organization and the WFD Extreme Sport Drumming competition as the official device used to determine the World’s Fastest Drummer.

The primary goal of the competition is to determine who can play the most single strokes in sixty seconds. There are a variety of categories and World Records involved in WFD. After experimenting with various WFD competition formats in the United States, the event achieved international prominence as contestants began traveling from around the globe to compete at WFD World Finals. For more information, visit www.WorldsFastestDrummer.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 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.

###

www.churchs.com

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