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CHURCH'S® SENIOR MANAGER RECOGNIZED AS RISING MARKETING STAR

Kira Clayborne Selected as ANA 2016 Honoree

ATLANTA, GA – *Church's Chicken®* announced today that its Senior Manager of Digital Media Kira Clayborne has been selected as an Association of National Advertisers (ANA) 2016 Rising Marketing Star.

“Since her arrival at *Church's* two years ago, Kira has been instrumental in building a rock-solid digital ecosystem for our brand,” said Laura Reese, Director of Media and Digital of *Church's Chicken*. “Kira is a leader who takes initiative, is strategic, and thinks quickly in a fast-paced environment and high-pressure situations. This recognition is rightly deserved for her valuable contribution to the brand.”

At the beginning of her *Church's* career in July 2014, she worked on the creation of the brand's national digital and social plan. She has played a critical role in the development and deployment of the brand's integrated, dynamic digital strategy. This strategy led to successfully hitting all established benchmarks and objectives for social, email, web and app initiatives, including the goal of reaching 1,000,000 Facebook fans in 2015 and over 250,000 app downloads in 2016. Clayborne has also spearheaded national digital campaigns, developed national launch plans, contributed to successful industry events and led training sessions on *Church's* digital app and the importance of social media.

The ANA looks to recognize and reward the brightest young talent of its member companies each year, who are 30 years of age or younger and exhibit outstanding potential as marketers, demonstrating aptitude, leadership and professionalism in their field. Recipients of the award will be recognized during the 2016 Masters of Marketing Conference in October in Orlando, FL.

“I am honored to be recognized by the ANA as a 2016 Rising Star and will continue to utilize my strengths and passions for this brand, aiding in the continued success of the *Church's* Digital program,” Clayborne said.

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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www.churchs.com

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