

HAVE *the* LOVE[®]



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CHURCH'S CHICKEN[®] NOW SERVING EL PASO A NEW LOOK

EL PASO, TX – *Church's Chicken[®]*, the Texas-born, southern-bred chicken brand has introduced its new, sleek look into the El Paso market. The recently opened Alameda Avenue location is one of three restaurants in El Paso to feature the clean, modern STAR Initiative Design Package.

"Our guests are in search of comfort and convenience," said David Newman, *Church's Chicken[®]* franchisee. "*Church's[®]* STAR Initiative Design is an innovative new image that aims to provide a refreshing experience. We're confident that guests will be pleased with every aspect of their visit here."

The new location seats 60 guests and employs 15 full-time crewmembers.

Attendees of the November Grand Opening celebration included Socorro High School Cheerleaders, KINT-FM and a special appearance from *Church's[®]* very own mascot, Churchie™. Select guests were awarded a 32" TV, free food, an Xbox and Beats by Dre headphones.

"The support we receive from our guests is remarkable," said Jeanie Hornia, Field Marketing Manager at *Church's Chicken[®]*. "Whether it's a special event like our grand opening, or just a regular day, this market *Has the Love.*"

The Alameda Avenue location serves as a prototype for the next phase of reimagining slated to begin in January 2016. *Church's Chicken[®]* will revamp many of its El Paso locations with the contemporary STAR Initiative Design Package.

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.

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