



CONTACTS: Mark Baldwin  
Chick-fil-A, Inc.  
(404) 684-8598  
mark.baldwin@chick-fil-a.com

Bekki Kanter  
Jackson Spalding  
(404) 214-3597  
bkanter@jacksonspalding.com

## Chick-fil-A Invites Customers to Show Their Spots, Eat for Free on Friday, July 11 *Nearly One Million Customers Expected to Partake in 10th Annual Cow Appreciation Day*

**ATLANTA (July 7, 2014)** — For one day only, black and white spots, cow bells and furry ears will be appropriate attire at Chick-fil-A® restaurants across the country. As part of the Atlanta-based restaurant's Cow Appreciation Day celebration, customers who show their spots eat free on Friday, July 11 at any one of the chain's 1,800-plus restaurants.

Chick-fil-A is offering a free breakfast, lunch or dinner combo meal, which includes an entrée, side item and beverage, to any customer who visits "head to hoof" in cow attire. Customers who are too "chicken" to go all-out in cow attire will receive a free entrée of choice for wearing a cow-spotted accessory, such as a hat, scarf, tie or purse.

In 2013, more than 900,000 customers visited Chick-fil-A restaurants dressed as cows for Cow Appreciation Day.

"Every year we are amazed at the number of new customers who participate in Cow Appreciation Day, as well as the customers who make it an annual tradition with their families," said Steve Robinson, chief marketing officer for Chick-fil-A, Inc. He added, "Reaching the one million customer mark will be a huge testament to the fun our guests have with the

Cow marketing campaign, as well as their love for our food. This is the one day a year when it's OK to dress 'udderly' ridiculous and get rewarded for it. We look forward to seeing all of the innovative costumes — they just get better and better each year."

Chick-fil-A has a website — [CowAppreciationDay.com](http://CowAppreciationDay.com) — dedicated to the event. The site offers in-depth details on the celebration, cow costume ideas, as well as downloadable cow spots, masks and other bovine-themed accessories customers can use to create costumes.

Cow costume participants can also share their Cow Appreciation Day story and pictures in a photo gallery on the site. Fans can tweet pictures of their costumes using the hashtag #CowAppreciationDay.

The additional excitement around Cow Appreciation Day each year offers further proof that the passion for Chick-fil-A's beloved bovines is stronger than ever. Since they first appeared on a billboard in 1995, the "Eat Mor Chikin" Cows have reached millions on television, radio, the internet and the occasional water tower. They are the focal point of Chick-fil-A's in-store point-of-purchase materials, promotions, radio and TV advertising, and clothing and merchandise sales.

Four-year-old Carlos and his family got creative with their first ever Cow Appreciation Day cow costumes!



In Hinton, TX, an entire "herd" of senior citizens dressed "head to hoof" in handmade costumes!



In Stevens, PA, the Niger family was cloaked in cow camouflage — udders and all!



### About Chick-fil-A, Inc.

Atlanta-based Chick-fil-A, Inc. is a family owned and privately held restaurant company dedicated to serving the communities in which its restaurants operate. Known for its original chicken sandwich, Chick-fil-A serves nutritious, freshly prepared food in more than 1,800 restaurants in 39 states and Washington, D.C.

Founded by S. Truett Cathy in 1967, Chick-fil-A produced sales of \$5 billion in 2013. Chick-fil-A was recognized in 2013 as one of America's "Most Inspiring Companies" by Forbes Magazine and "Best Places to Work" by Glassdoor™, among other honors. More information on Chick-fil-A is available on the chain's website, located at [www.chick-fil-a.com](http://www.chick-fil-a.com).