



Cow Appreciation Day Fact Sheet

Cow Appreciation Day 2015

- On Tuesday, July 14, it's OK to dress like a cow as Chick-fil-A® invites customers to join in the celebration of Cow Appreciation Day.
- Customers visiting the chain's 1,900-plus mall or stand-alone restaurants dressed "head to hoof" in cow attire will be rewarded with a free Chick-fil-A Meal (breakfast, lunch or dinner) of their choice.
- A Chick-fil-A Meal includes an entrée of choice, a side item and a medium beverage of their choice.
- Chick-fil-A also awards complimentary entrées to customers partially dressed in cow attire.
- Chick-fil-A encourages guests to use this opportunity to explore some of its newer, healthier menu items, such as the Grilled Chicken Sandwich or Grilled Nuggets.
- Last year, more than 1 million cow-clad customers stamped to Chick-fil-A restaurants across the country.
- Cow Appreciation Day celebrates the quick service restaurant company's iconic "Eat Mor Chikin®" Cows.
- More information, costume tips and downloadable cow spots, masks and other bovine-themed accessories are available at CowAppreciationDay.com or on Chick-fil-A's Facebook page.

About Chick-fil-A and the "Eat Mor Chikin®" Cow Campaign

- This is the 20th year of Chick-fil-A's award-winning "Eat Mor Chikin" Cow campaign and the 11th year celebrating Cow Appreciation Day.
- Chick-fil-A introduced the Cow campaign in 1995 as a three-dimensional billboard concept depicting a black-and-white cow sitting atop the back of another cow painting the words "Eat Mor Chikin" on the billboard.
- In 2007, the Chick-fil-A "Eat Mor Chikin" Cows were recognized as one of America's most popular advertising icons in a public vote sponsored by *Advertising Week*, and they share a spot on the Madison Avenue Advertising Walk of Fame.
- In 2013, Chick-fil-A was recognized as one of America's "Most Inspiring Companies" by *Forbes Magazine* and "Best Places to Work" by *Glassdoor™*, among other honors.
- Thanks in part to the successful "Eat Mor Chikin" Cow campaign, Chick-fil-A continues to experience record setting growth. Chick-fil-A produced sales of \$6 billion in 2014.