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WinShape Ride for the Family Hits the Road Sept. 30

Inaugural Motorcycle Ride Presented by Chick-fil-A Focuses on Marriage and Families with Stops in Six Cities Across Southeast

ATLANTA – Aug. 10, 2010 - The WinShape® Foundation and Chick-fil-A®, Inc. have announced plans for the inaugural *WinShape Ride for the Family*, a week-long motorcycle ride through the southeastern United States to highlight the importance of strong families.

The Sept. 30 – Oct. 7 motorcycle ride will support communities along the Ride route by raising awareness for family organizations and resources, and drawing attention to the need to make family a priority. Among the participants will be Chick-fil-A's Dan T. Cathy, president and chief operating officer, and Don "Bubba" Cathy, senior vice president. The Cathys will be riding alongside motorcyclists from across the United States.

"We want this Ride to encourage people to take a step back from their busy lives and make family their number one priority," said Dan T. Cathy. "Family members who encourage, motivate and spend quality time with one another also make positive contributions to the communities in which they live."

The Ride revs up in Peachtree City, Ga., and takes participants on a seven-day excursion across three states, with community events, guest speakers and evening entertainment.

Overnight stops for the Ride include:

- Peachtree City, Ga. – September 30
- Savannah, Ga. – October 1
- Myrtle Beach, S.C. – October 2
- Boone, N.C. – October 3
- Knoxville, Tenn. – October 4
- Chattanooga, Tenn. – October 5
- Rome, Ga. – October 6



The public is invited to attend events along the Ride route in Knoxville and Chattanooga, Tenn. During the evening community events, Gary Smalley, a nationally-renowned family consultant and author, will serve as the keynote speaker, and musician Michael O'Brian will perform.

Riders interested in learning more or participating in the WinShape Ride for the Family may visit <http://winshaperide.com> for more information.

About WinShape Foundation:

In 1984, Truett and Jeannette Cathy started the WinShape[®] Foundation, a non-profit organization and charitable foundation with a simple but profound goal: to "shape winners." The organization's original vision to encourage outstanding young people has greatly expanded over the last 20 years. The WinShape Foundation now supports a family of growing ministries, all driven by the same mission of shaping individuals to be winners. Programs include The WinShape College Program, WinShape Camps, WinShape Homes, WinShape Wilderness WinShape Retreat, WinShape Marriage and WinShape International.

About Chick-fil-A, Inc.:

Atlanta-based Chick-fil-A[®], Inc. is the nation's second-largest quick-service chicken restaurant chain (based on sales), currently with nearly 1,500 restaurants in 38 states and Washington D.C. Chick-fil-A reached record sales of \$3 billion in December 2009 and extended the chain's streak of consecutive sales gains to 42 years. Credited with inventing the boneless breast of chicken sandwich and first introducing the chicken nugget concept, Chick-fil-A serves nutritious and freshly prepared food products in mall locations, stand-alone restaurants, drive-thru-only restaurants, Chick-fil-A Dwarf House[®] and Truett's Grill[®] full-service restaurants, and through licensed outlets in college campuses, hospitals, airports, businesses and industrial sites. More information about Chick-fil-A is available on the chain's websites, located at www.chick-fil-a.com, www.Chick-fil-APressroom.com, www.TruettCathy.com, www.Twitter.com/ChickfilA, and www.Facebook.com/Chick-fil-A.

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