

# MONTH-LONG GIVEAWAY IS PART OF CHICK-fil-A'S NEW MEMBERSHIP PROGRAM, CHICK-fil-A ONE

*Posted on September 12, 2018 by Daniella Hankey*



Beckley, WV (WOAY)- Chick-fil-A is giving away free eight-count Chick-fil-A Nuggets to guests who create or sign into their Chick-fil-A One account with the Chick-fil-A Mobile App.

The giveaway is available from Aug. 30 to Sept. 29 at the company's more than 2,300 restaurants nationwide.

Customers can choose between pressure-cooked or grilled chicken nuggets. The giveaway welcomes customers to a new and exciting way to digitally interact with Chick-fil-A, through a redesigned app and brand new Chick-fil-A One Membership program.

"We want to thank the millions of customers who have joined Chick-fil-A One on our mobile app, and this is just a small way to show our appreciation for dining with us," said Kaitlyn White, senior lead of the Chickfil-A One Membership program. Designed based on customer feedback, the new membership program creates a simpler and more transparent customer experience that is easier to navigate.

The new program includes membership tiers (Chick-filA One Member, Chick-fil-A One Silver Member and Chick-fil-A One Red Member), rewards for purchases and is the only membership program in the



industry to include a way to spread kindness. Customers in each tier will earn points for every purchase, can redeem free food rewards and a birthday reward, while Chick-fil-A One Silver and Chick-fil-A One Red Members will earn more points for every dollar they spend.

The higher tiers will also unlock the ability to gift rewards to friends and family and to have Chick-fil-A donate a meal on their behalf to Feeding Children Everywhere, a nonprofit that ships meals to hungry children across the country. "Our membership program is just as much about what you give as what you get," said White.

"Members will earn points with every purchase that can be used to redeem available rewards of their choice like an Icedream® or Chick-fil-A Chicken Sandwich, and we're excited to offer Chick-fil-A One Silver and Chick-fil-A One Red Members a way to spread a little kindness too." Chick-fil-A One Members have a choice in how they interact with the membership program - by earning points on orders placed through the Chick-fil-A App, by placing online catering orders or by scanning an in-app or membership QR code in the restaurant. In turn, they choose how they want to use points to redeem a variety of available rewards.

The Chick-fil-A App launched in 2016 and rose to the number one spot in the iTunes App Store only a few hours after the app was announced. The Chick-fil-A App is available via the Apple App Store or Google Play.