



www.cowappreciationday.com

FREQUENTLY ASKED QUESTIONS ABOUT COW APPRECIATION DAY

Q: What is Cow Appreciation Day?

A: For one day only, black and white spots, cow bells and furry ears will be appropriate attire in the nation's second largest chicken chain. In celebration of July 11, Cow Appreciation Day, an unofficial – yet nationally recognized holiday, Chick-fil-A will award a free combo meal (breakfast, lunch or dinner) to any customer who comes to one of the chain's 1,200-plus restaurants fully dressed as a cow.

Q: What does "fully dressed as a cow" really mean?

A: "Fully dressed like a cow" means effort to be dressed like a cow from head to toe. "Partial cow attire" means just a cow accessory, such as a cow-printed hat, vest or purse.

Q: Which Meals can be redeemed?

A: Appropriately dressed customers may select any breakfast, lunch or dinner Meal. Kids who are "fully dressed like a cow" may request a Kid's Meal if desired.

Breakfast Meal includes breakfast Entrée (Chicken Biscuit, Chick-n-Minis™ (3-count), Chicken or Sausage Burrito, Chicken, Egg, and Cheese Bagel, or Bacon, Egg, and Cheese Biscuit), hash browns, and small beverage. Breakfast items may not be served at all locations and are served during breakfast hours only. Lunch or dinner Meal includes Entrée (Sandwich, Cool Wrap®, Nuggets, Chicken Salad Sandwich or Chick-n-Strips™), medium Waffle Potato Fries™, and medium beverage.

Q: Which Entrées can be redeemed?

A: Appropriately dressed customers may select any breakfast, lunch or dinner Entrée.

Q: Where do I get a cow costume?

A: You can buy a cow costume at a local costume retailer or have some fun with this summer project by making one at home.

Here are some ideas:

1. Start with items that you already have at home – cow-printed accessories stashed in your closet will work perfectly. Hats, vests, scarves, neckties, pants, shoes, pajamas – just about any cow-spotted item will work. Just make sure you're covered head to toe.
2. Wear white, and then just add spots. Throw on a white T-shirt with white pants (even sweatpants) and stick on your spots using black contact paper. If contact paper is not easily accessible, you can cut spots out of construction paper and tape them to your shirt and pants. If nothing else, you can grab an old white T-shirt and color black spots all over it with a magic marker – and you'll still get a free entrée.
3. Go to your local paint or hardware store and get a white painter's hat and overalls. And then decorate yourself with spots made out of contact or construction paper.
4. Not feeling too creative and want an easy costume? Search the Internet for "cow costumes" and you will be flooded with full-body costumes available for purchase. (And hey, you'll be set for Halloween, too).

Q: Can I still redeem the Meal if I just wear a cow hat?

A: Customers who arrive with "partial cow attire" will receive one free Entrée. "Partial cow attire" means just a cow accessory, such as a cow-printed hat, vest or purse. Decision is at the discretion of the restaurant Operator.