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Restaurant News

Checkers/Rally's Run Auto-Racing Promotion

[2009-08-05] Starbridge Media Group Inc. announced a partnership with Checkers/Rally's to produce an auto racing-themed in-store promotional kids meal program for the chains' stores nationwide. The promotion launched nationally on July 9 and is slated to run for approximately six weeks.

Checkers/Rally's kids meals will feature a "collect all three" series which highlights the lead characters from Starbridge's original, officially-licensed comic book series, "NASCAR Heroes." The meal packets include mini comic books, stand-up bookmarks, POP material, and visually significant bag packaging. The program also features a free entry coupon and content partnership with the Daytona 500 Experience.

The mini comic book activation will feature three recognizable characters from Starbridge's officially-licensed "NASCAR Heroes" line-up: Jimmy Dash, Jack Diesel, and Shoque, each with an original story line. Production volume will total 675,000 units.

"We feel strongly that creating a program that offers collectible items and character variety from our line of high visibility publications will encourage product longevity, brand affinity, and repeat business for Checkers/Rally's restaurants and the Daytona 500 Experience," says Ken Hutman, president of Starbridge Media Group. "This initiative is a creative way to combine reading and racing for families on the go."

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*Nation's Restaurant News Top 100, 6/30/08

Industry News

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Jamba Juice Partners with Adina For Life
 [2009-08-10] Participating locations to carry four Adina varieties.

Menuboard Developer Donates to Wendy's Auction
 [2009-08-10] WANDisplay Digital Menu Board auctioned away at Dave Thomas Foundation for Adoption charity golf outing.

Pretzelmaker Adds Lemonade Flavor, Facebook Promo
 [2009-08-10] Wildberry Lemonade to be promoted through "Main Squeeze" Facebook sweepstakes.

McDonald's Global Comparable Sales Rise in July
 [2009-08-10] Over 4 percent growth across the globe includes significant increase in Europe.

Einstein Noah Counsel and Secretary to Retire
 [2009-08-10] Jill B.W. Sisson's retirement effective September 3.

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