



Ideas & Trends for the Quick-Service Restaurant



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## Gold Star Chili to offer U.S. military Welcome Home receptions

• 22 May 2009

CINCINNATI — Gold Star Chili will honor the men and women in all branches of the United States military who serve our country with "Welcome Home" receptions for returning soldiers and their family and friends. As part of Gold Star Chili's "Serving Our Troops" program, the Welcome Home receptions will be held during the Memorial Day season and year-round.

The Serving Our Troops program provides welcome home dinner receptions for soldiers returning to the Greater Cincinnati and Northern Kentucky regions after serving abroad. Families can request a complimentary welcome home dinner at a Gold Star Chili restaurant location of their choice. All "Serving Our Troops" receptions offer:

- Complimentary meal of Gold Star Chili's famous Cincinnati-style chili for the honoree and guests
- Celebratory cake
- Welcome home gift
- Welcome home banner, decorations and balloons

In addition, the Gold Star Chili manager at the chosen location will reserve restaurant space for the returning soldier's party.

To commemorate Memorial Day, Gold Star Chili will launch a public service campaign that promotes its Serving Our Troops program to inform local families with loved ones serving overseas that they can schedule complimentary welcome home receptions at their nearest Gold Star location. The campaign consists of new print advertisements in local newspapers, television commercials, billboards and a specially designed Support our Troops poster that will be on display at participating Gold Star Chili restaurants this Memorial Day.

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