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SEASONAL

The Gift We All Need This Holiday Season: Hope

NewsUSA

(NU) - This holiday season, Chick-fil-A wants to inspire people to be a source of hope through a new animated short film and a digital experience to help people connect and share words of encouragement.

In the film, the main character of Chick-fil-A's 2019 animated holiday film, Sam, returns to help restore the missing spark in her town by discovering hope within herself. The driving message of the film is that we can all make a difference in the lives around us by being a source of encouragement to each other.

To accompany the film, Chick-fil-A is inviting people to send a digital note with a custom message of hope, gratitude and kindness to friends and family this holiday season. There is no cost, and messages are sent through text or email.

"This year has been a tough one for a lot of people and has carried challenges and heartaches we never could have anticipated," said Ashley Callahan, Chick-fil-A senior marketing director. "It's also been a year of hopeful moments, where many have shined brightly, extending acts of kindness and generosity -- many of which we've experienced firsthand through the actions of our guests, Team Members and others throughout our communities. Those small acts of kindness are the inspiration behind this year's holiday film and digital experience."

In a year of uncertainty, small acts of encouragement, even virtual ones, can make a big difference. In a recent Chick-fil-A survey*, 83 percent of respondents said small acts of kindness are encouraging and 76 percent say they want to be a source of encouragement to others.

A small act can spark a lot of hope. With so many friends and families spending time apart this season, this is one way anyone can spark a little hope and encouragement, even miles apart.

To watch the animated short film and send a message of hope and encouragement, visit chick-fil-a.com/sparkhope.

**Survey commissioned by Chick-fil-A, Inc. and conducted by Morning Consult.*

Keywords: #36580, Chik Fil A, hope, holidays, seasonal, arts & entertainment, Christmas, gift, survey, holiday film, short film, encouragement
Meta Description: This year, Chik Fil A is sending a message of hope through an animated short film and inviting viewers to send a message of inspiration, gratitude and encouragement to loved ones.

Anchor Text Location (graph #): 1
Keyword Phrase: hope
Url: https://www.chick-fil-a.com/sparkhope/
Anchor Text Location (graph #): 2
Keyword Phrase: 2019 animated holiday film
Url: https://www.chick-fil-a.com/stories/inside-chick-fil-a/2019/12/03/what-is-together-time-the-s
Anchor Text Location (graph #): 7
Keyword Phrase: chick-fil-a.com/sparkhope
Url: https://www.chick-fil-a.com/sparkhope/

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