

KFC and the NBA Announce Partnership Across 22 Countries in Central, South America and the Caribbean  
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Consumers Invited to 'Taste the Game(TM)' in More Than 450 KFC Restaurants

KFC International and the National Basketball Association (NBA) today announced a new promotional partnership that will include activities in 22 countries and territories in Central, South America and the Caribbean. As part of the partnership, KFC will launch the 'Taste the Game(TM)' campaign, which will include a special new box meal to coincide with the 2008 NBA Playoffs.

To commemorate the excitement of The Finals, KFC will launch the new 'Big Box Meal(TM)', available May 15-June 31, in more than 450 restaurants throughout the region. This new meal is composed of a delicious KFC Chicken Sandwich, a piece of chicken, two vegetable sides and a drink. 'The Big Box Meal(TM)' will feature special NBA-themed packaging and include a free NBA cell phone strap in select markets.

KFC's General Manager for Latin America and the Caribbean, Tony Lowings, said, 'KFC has experienced rapid growth in the region with nearly 500 restaurants and the popularity of the NBA is similarly growing at a tremendous pace.' Lowings added, 'We feel that there is a natural fit between our two brands and KFC is very excited to help promote basketball throughout the region as well as bring a great new meal to our customers.'

'Latin America and the Caribbean are vibrant basketball markets with a strong and growing NBA fan base," said Emilio Collins, Vice President, International Development for the NBA. 'With this promotion, KFC will bring the excitement of the 2008 NBA Playoffs and The Finals directly to those fans throughout the region.'

At the end of the 2007-08 regular season, the NBA featured 76 international players on team rosters with eight coming from Latin America and the Caribbean. Some of the players from the region include the San Antonio Spurs' Tim Duncan (U.S. Virgin Islands), the Atlanta Hawks' Al Horford (Dominican Republic), and the Orlando Magic's Adonal Foyle (St. Vincent and Grenadines).

This marks the third consecutive year that KFC and the NBA have formed international marketing partnerships and strengthens the growing links between the two brands. KFC previously served as an official partner of NBA Europe Live Presented by EA SPORTS, the league's comprehensive tour of Europe, in 2006 and 2007.

The 22 countries and territories participating in 'Taste the Game' include: Antigua, Barbados, Brazil, Costa Rica, Colombia, Dominica, Dominican Republic, Ecuador, El Salvador, Guadeloupe, Honduras, Jamaica, Martinique, Bahamas, Peru, Panama, St. Maarten, St. Vincent & the Grenadines, Suriname, US Virgin Islands, Trinidad & Tobago, and Puerto Rico.

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