



Press Release

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Big Idea Project Awarded Chick-fil-A Foundation's National True Inspiration Award

West Region grant of \$75,000 given to Colorado non-profit to develop future leaders

DENVER (January 19, 2016) – Big Idea Project® is honored to announce today that they are a recipient of the True Inspiration Award, a national grant given by the Chick-fil-A® Foundation.

Big Idea Project was selected as the winner for the West Region, one of six national regions where Chick-fil-A restaurants are located. The West Region represents Washington, Idaho, Oregon, California, New Mexico, Arizona, Utah, Nevada, Montana and Colorado. The award includes a \$75,000 grant to Big Idea Project to continue their work developing leaders in high schools across Colorado through hands-on, student-led service learning experiences that encourage students to tackle social problems, lead community impact and practice job-ready skills from the perspective of Generous Leadership®.

Big Idea Project is only two years old, but has a wide reach in 13 schools across seven school districts. In two years, nearly 1,000 students have participated in the project.

The award was in the category of operator-nominated organizations, a validation to Big Idea Project's chief strategy for success: intentionally bridging local business with local schools. John Barker, the nominating Chick-fil-A operator at the Belleview Shores restaurant in Littleton has been involved with the program at Columbine High School for three years.

"This award is an affirmation of the work Big Idea Project teachers and local businesses are doing to encourage students to put their learning into action by getting their hands dirty and solving important social issues, one person at a time," said Tricia Halsey, Big Idea Project's co-founder and Executive Director. "We are honored to have the support of Chick-fil-A Foundation, an organization who shares our belief in the power and impact of generous leadership®."

The 22 award winners will be honored at a celebratory event in Atlanta this spring. Learn more about the True Inspiration Awards and view a [complete list of recipients](#).

Chick-fil-A Foundation's [National Press Release](#) announcing the 2016 True Inspiration Award recipients.



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About Big Idea Project

Big Idea Project® is a non-profit organization that develops high school students into generous leaders who have the skills and confidence to solve challenging problems. The program is a turn-key co-curricular project facilitated in the classroom in any subject area by teachers. Student teams tackle social issues they care about and form action plans with the help of business mentors. The Big Idea Project is not a pitch contest, but a results contest. Students implement their plans, create storytelling videos and present their real impact on stage for the chance to win a college scholarship. To learn more about Big Idea Project and to see student videos go to www.bigideaproject.org.

About the Chick-fil-A® Foundation

The Chick-fil-A® Foundation is the corporate foundation of Chick-fil-A, Inc. A not-for-profit organization, the Foundation's purpose is to lead the company's commitment to support youth and education in Chick-fil-A's local communities. The Foundation's work is focused on developing and educating young people so they can build a positive legacy and become all they were created to be. For more information, visit www.chick-fil-a-foundation.org.

About Chick-fil-A, Inc.

Atlanta-based Chick-fil-A, Inc. is a family owned and privately held restaurant company founded in 1964 by S. Truett Cathy. Devoted to serving the local communities in which its franchised restaurants operate, and known for its original chicken sandwich, Chick-fil-A serves freshly prepared food in more than 1,900 restaurants in 42 states and Washington, D.C.

Chick-fil-A system sales exceeded \$6 billion in 2015, which marks 48 consecutive years of sales growth. Chick-fil-A ranked first for customer satisfaction in the Limited Service Restaurants industry according to the 2015 American Customer Satisfaction Index and received the highest ACSI score ever in the industry. The company was also recognized in 2015 as America's "Top Chicken Restaurant Brand" by The Harris Poll and the only restaurant brand named to the Top 10 "Best Companies to Work For" by 24/7 Wall Street. More information on Chick-fil-A is available on the chain's website located at www.chick-fil-a.com.