



Press Release



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**For Immediate Release
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Iconic Wichita Falls Local Landmarks Featured In National TV Commercial

Wichita Falls, Texas – The Convention and Visitors Bureau (CVB) is excited to announce that filming recently took place in Wichita Falls for a new Church’s Chicken® commercial. The CVB was contacted by a Location Scout as Wichita Falls is a certified “Film-Friendly” community through the Texas Film Commission. Through the efforts of the CVB’s marketing team, Wichita Falls and Bacon Switch Road were selected as the final filming location.

Church’s Chicken recently announced their new Texas-Cut Bacon Chicken Sandwiches, which will be the focus of the TV commercial. To celebrate adding bacon to their iconic chicken sandwich, Church’s has also launched a [national petition](#) to put the town of Bacon, TX back on the map.

Filming for the commercial began at Bacon Switch Road, then the Church’s Chicken truck drove through downtown Wichita Falls past the World’s Littlest Skyscraper and the Wichita Theatre. The CVB also partnered with the Backdoor Theatre who provided local talent to play a small role in the commercial.

Marketing Manager for the Convention and Visitors Bureau, Susan Kimes said, “We are so excited that Church’s Chicken contacted the CVB for assistance with this project and that some of Wichita Falls most recognizable tourist attractions will be included in the commercial. Church’s Chicken has a loyal consumer following, as well as influential brand recognition. Anytime Wichita Falls and our local landmarks are included in a project like this, it’s beneficial for our community as a whole.”

In addition to filming, Church’s Chicken contacted the Wichita Falls Food Bank and will be making a donation to the organization. The commercial is scheduled to begin airing today, Tuesday, November 9, 2021.

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