

## **Royal Bobbles' Chick-fil-a® Cow Bobblehead Is "moovalous"**

*By Warren Royal*

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*Royal Bobbles announces availability of its new, officially licensed Chick-fil-A ® cow collectible bobblehead*

Royal Bobbles "Moo-ves" further ahead of the competition with the latest release in its Advertising Icons product line – the Chick-fil-A Cow Bobblehead. This oversized, limited-edition model crafted in high-quality resin is currently available through dealers nationwide.

Royal Bobbles utilizes only American Master Sculptors, which allows them to capture the Chick-fil-A Cow's likeness in stunning detail from head to hooves. The bobblehead is so life-like – just don't be surprised if you start bobbing your head yes to the cows demand that you "EAT MOR CHIKIN!"

The bobblehead is shipped in a full color package designed in the U.S.A. that will be instantly recognizable to all of the loyal Chick-fil-A fans, and it includes the entertaining "Cow Story" and "Moo Manifesto."

"The Chick-fil-A Cow has been one of the most successful advertising icons of this century. We are truly honored that Chick-fil-A has granted us the opportunity to produce this Bobblehead. Chick-fil-A is rightly very selective about the merchandise which they authorize, and the outstanding quality of our product line was a major factor in their decision to work with us on this exciting new venture," said Warren Royal, founder of Royal Bobbles.

Because of their unmatched craftsmanship and attention to detail, the Royal Bobbles line of premium quality bobbleheads can be found at many of the leading Historical Museums and Institutions throughout the Country. To learn more about the Chick-fil-A Cow bobblehead or to see their complete product line visit: <http://www.royalbobbles.com>.

### About Royal Bobbles

Royal Bobbles, LLC is a premium bobblehead manufacturing company specializing in exquisite historic figures whose products are featured in such prestigious and well respected historical sites. Royal Bobbles products have also been featured on television shows such as "Meet the Press," "The Today Show," and "Glenn Beck," and in magazines such as Kiplinger's and Fast Company. With unparalleled quality, craftsmanship, and attention to detail, Royal Bobbles is a natural choice for other such high-profile licenses including: John Wayne, Albert Einstein, Alfred Hitchcock, American Pickers (History Channel), Martin Luther King Jr., George S. Patton, and Smokey Bear.

### About Eat Mor Chikin® Cows

For over 15 years, the Chick-fil-A® renegade Cows have entertained consumers with their desperate, self-preservation antics in an effort to covert beef eaters into chicken fans. The "Eat Mor Chikin®" campaign was first introduced in 1995 as a three-dimensional billboard concept depicting a black and white cow sitting atop the back of another cow painting the words "Eat Mor Chikin" on the billboard. In addition to the clever roadside billboards, the "Eat Mor Chikin" Cows are a focal point for Chick-fil-A advertising, promotions, web activity and clothing and merchandise sales. In 2007, the Chick-fil-A "Eat Mor Chikin" Cows were recognized as one of America's most popular advertising icons and became members of New York's Madison Avenue Advertising Walk of Fame. Starting with that first, simple billboard, the Cows are now an iconic reminder for all to "Eat Mor Chikin!" For more information or to support the efforts of the Chick-fil-A Cows, go to [www.eatmorchikin.com](http://www.eatmorchikin.com) and [www.chick-fil-a.com](http://www.chick-fil-a.com).

About Chick-fil-A, Inc.

Atlanta-based Chick-fil-A, Inc. is the nation's second-largest quick-service chicken restaurant chain (based on annual sales), with more than 1,600 restaurants in 39 states and Washington D.C. Credited with inventing the boneless breast of chicken sandwich and first introducing the chicken nugget concept, Chick-fil-A serves nutritious and freshly prepared food products in mall locations, stand-alone restaurants, drive-thru-only restaurants, Chick-fil-A Dwarf House® and Truett's Grill® full-service restaurants, and through licensed outlets in college campuses, hospitals, airports, businesses and industrial sites. More information about Chick-fil-A is available on the chain's website, located at [www.chick-fil-a.com/pressroom](http://www.chick-fil-a.com/pressroom).

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Royal Bobbles is a leading manufacturer of premium collectible bobblehead products. The company specializes in products which commemorate prominent historical and political figures. Its products are sold through dealers, gift shops, and online shops.

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Tags	bobblehead, chick-fil-a, Royal Bobbles
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