



SHANE'S RIB SHACK TO HOST ITS "BACK THE BLUE" CAMPAIGN

Shane's Rib Shack Honors Law Enforcement Through Police Appreciation Week

ATLANTA, GA (August 28, 2017) Beginning, **September 10 – 17, 2017**, Shane's Rib Shack locations, nationwide, will take great honor in recognizing the law enforcement community. ***Shane's Backs the Blue: Police Appreciation Week*** is Shane's way of saying 'Thank You!' to the wonderful men and women, who selflessly protect our communities 365 days a year. During the week of September 10, 2017, to show gratitude, local law enforcement will receive a **free meal certificate** from Shane's Rib Shack (BBQ Sandwich, Side, and Drink). Over 22,000 free meals will be distributed to active, local law enforcement.

Founder, Shane Thompson, states, "I have a strong passion for police, not only because of deep family ties, but the fact that officers put their lives on the line every day for the safety of others. Police officers choose to put on a badge each day, knowing they may face extremely dangerous situations while on the job. Our goal for Police Appreciation Week is to honor and personally thank each officer, and to build stronger relationships between the community and our local law enforcement."

Members of the community are invited to visit any of the 61 participating Shane's Rib Shack locations to thank and show support to our officers. Shane's Rib Shack will provide guests with postcards, that they may use to share words of encouragement to the men and women in blue. In addition, Shane's team members will be wearing special edition Shane's Backs the Blue T-shirts along with supporting signage hung in the restaurants.

Share in the excitement and LIKE or FOLLOW Shane's Rib Shack on Facebook at www.facebook.com/shanesribshack. Connect with Shane's Rib Shack on Facebook or Instagram for other ways Shane's gives back to the community, photo contests, and exclusive offers! Additional information regarding Police Appreciation Week can also be found at www.shanesribshack.com

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About Shane's Rib Shack

Shane's Rib Shack is a true American rib shack, known for its slow-cooked ribs, hand-chopped pork, chicken, and many southern sides to complement each plate. The Original Shack was founded in 2002, in McDonough, GA. by Shane Thompson, who started the restaurant with his grandfather's secret BBQ sauce. With the support of his wife, Stacey, Shane's Rib Shack was born. Since becoming a franchised restaurant in 2004, Shane's Rib Shack has grown to become the country's model, fast-casual barbecue concept. In 2015, Shane's Rib Shack was named one of the Daily Meal's Best BBQ Chains and was featured in the Wall Street Journal. Shane's Rib Shack was recognized as a *Top 100 Movers and Shakers* from FastCasual.com. Shane's Rib Shack currently operates 75 locations. For more information, visit www.shanesribshack.com.

If you would like more information regarding 2017 Police Appreciation Week, please contact Arianne Nevdahl at anevdahl@shanesribshack.com or (404) 295-3299.