

Checkers & Rally's Fry Love Express Serves Up 25,000 Meals Across Arizona

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This holiday season, Checkers & Rally's [Fry Love Express](#) turned fries into festive goodwill, traveling across Arizona to spread joy - and meals - to families in need. As part of the brand's nationwide "Season of Giving" campaign, the mobile tour visited five Arizona cities, serving more than 5,000 cups of the chain's famous seasoned fries and helping provide 25,000 meals statewide.

From hometown parades to downtown festivals and food distribution events, the Fry Love Express combined holiday celebration with community impact. For every cup of fries served, Checkers & Rally's donated to food banks, raising over \$5,000 in support of St. Mary's Food Bank, United Food Bank, Casa Grande Alliance, and the Arizona Food Bank Network.

"Arizona showed up in a big way," said Travis Cassell, Fry Love Express Mobile Marketing Manager. "Every stop felt like a true community gathering, and the generosity we saw translated directly into meals for families who need them most. This tour was about connection, kindness, and giving back during the holidays."

The Fry Love Express made its mark at major holiday events, including El Mirage's Winterfest and Parade, Merry Main Street in Mesa, and Tempe's Fantasy of Lights Boat Parade. Several stops drew crowds of more than 1,000 attendees, while additional visits in Casa Grande and Phoenix focused on food distribution, providing families with holiday groceries alongside free meals and festive experiences.

The Arizona tour was powered by local Rally's franchise partners Ong's AZ Enterprises, Sun Food Concepts, KGR 7890 Ops, and Triple B Burgers CG, highlighting the brand's ongoing commitment to supporting the communities it serves.

"Our mission with the Fry Love Express is simple," Cassell added. "Show up for our communities, spread joy, and make a real difference."

Through this tour, Checkers & Rally's demonstrated how a simple cup of fries can spark both celebration and meaningful impact, reinforcing the brand's dedication to giving back across the state. For more information, visit frylove.com.