



Taco John's® Tries a New Recipe – Facebook and Free Food

What would you do to earn free food? Take your picture in front of a restaurant? Submit a picture standing in front of your city's population sign? Taco John's is hoping its customers will do all those things and more as it rolls out a new online rewards game called "[My Town Mania](#)".

Customers are rewarded for engaging with Taco John's online by posting photos and videos of themselves, family members and friends eating Taco John's menu items and interacting with the brand through various missions. These missions will feature local settings and community landmarks beyond the Taco John's restaurants. Customers earn free food, coupons and merchandise, like retro t-shirts featuring some of Taco John's historic logos, as they reach higher point levels.

"Taco John's customers have deep connections to their communities. This is a fun, natural next step for our 'My Town. My Taco John's' campaign to go digital," states Renée Middleton, Vice President of Marketing for Taco John's. "We want it to be easy for customers to play, so we've made My Town Mania available at www.MyTacoJohns.com and on [Facebook](#)." After joining, they will receive a coupon good for FREE Potato Olés®.

Customers will be able to join an online community and see other players from their hometown. A leader board will track who has the most points and how many missions have been completed. Integration with Facebook makes it easy to share the game with friends on the social media super site.

"To keep customers engaged we're also offering bonus missions," says Middleton. "These missions will be time sensitive and reward first responders. But most of all, we hope all Taco John's customers will try My Town Mania and have fun earning free food and awards."

Signup for My Town Mania is available at www.MyTacoJohns.com and <http://apps.facebook.com/mytacojohns/>

Fast Facts:

- The first Taco John's opened in 1969. Today more than 400 Taco John's restaurants are located in 24 states, primarily in the Great Plains and Midwest.
- One of Taco John's signature products is Potato Olés - crispy, round golden potato nuggets lightly seasoned with secret seasonings.
- Taco Tuesday® is one of the most successful and recognizable Value Days offered by Taco John's. Each Tuesday, crispy tacos are sold at a special discount price. Taco Tuesday started in 1983.

TACO JOHN'S®

Links:

- [My Town Mania](#)
- [Taco John's](#)
- [Locations](#)

Social Media Links:

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)
- [Flickr](#)
- [LinkedIn](#)

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