

CHECKERS DRIVE IN RESTAURANTS INC /DE

Form 8-K

August 12, 2004

FORM 8-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Current Report Pursuant
to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)
August 11, 2004

CHECKERS DRIVE-IN RESTAURANTS, INC.
(Exact name of registrant as specified in charter)

DELAWARE	0-19649	58-1654960
(State or other jurisdiction of	(Commission File Number)	(IRS Employer Identification No.)

4300 WEST CYPRESS STREET, SUITE 600, TAMPA FLORIDA 33607	
(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code
(813) 283-7000

Former name or former address (if changed since last report)
NOT APPLICABLE

Item 9. REGULATION FD DISCLOSURE.

On August 11, 2004, the Registrant issued a news release entitled "Checkers(R)/Rally's(R) Records Victories at Convention and Brickyard 400(R) Race - 500 franchisees, employees, and vendor partners attend the events", a copy of which is attached hereto as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CHECKERS DRIVE-IN RESTAURANTS, INC.

By: _____
Name: Keith E. Sirois
Title: Director, CEO and President
Dated: August 11, 2004

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EXHIBIT INDEX

Exhibit Number Description

99.1 Press Release, dated August 11, 2004

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

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Tampa, Florida 33607

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Checkers(R)/Rally's(R) Records Victories at
Convention and Brickyard 400(R) Race -
500 franchisees, employees, and vendor
partners attend the events

TAMPA, FL - August 11, 2004 - Checkers
Drive-In Restaurants, Inc., (NASDAQ: CHKR)
the nation's largest double drive-thru
restaurant chain and Official Burger of
NASCAR's(R) Brickyard 400(R), delivered top
performance and excitement to its key
stakeholders through the Company's national
convention and race-day sponsorship, both
held in Indianapolis, Indiana.

The convention, held from the evening of
August 4, 2004 through Friday, August 6,
included a vendor showcase and presentations
focused on Checkers(R)/Rally's(R) operational,
marketing and franchising successes and new
opportunities. The convention concluded
Friday night with an awards ceremony recognizing
the Company's best franchisees.

"Our Checkers/Rally's 2004 convention was
themed 'Brand on Fire,' and we really are
just that," said Keith E. Sirois, President
and Chief Executive Officer of Checkers Drive-In
Restaurants, Inc. "We've got great food,
award-winning advertising and employee
incentive programs, exciting operational
initiatives, and we're growing. We're doing
all of this with the constant support and
participation of our franchise community,
and it was an honor to recognize our very
best franchisees at the convention."

Top honors included the Franchisee of the
Year award that went to two ownership groups:
Matt Burkhardt of BMA Inc., and Fred Howard
and Sterling Swartout of H & S Services.
Franchisee Andrew Lynn of Metro Burger, LLC,
who owns and operates nine Checkers locations

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in New Jersey, received the President's Award for his outstanding contributions and commitment to the Company and his fellow franchisees.

Beginning Saturday, the nearly 500 convention guests participated in the Checkers/Rally's Brickyard 400 weekend, which included golf outings, pre-race track events and other entertainment. On Sunday, Checkers/Rally's guests joined the nearly 400,000 race fans at the Indianapolis Motor Speedway, where they watched Mr. Sirois address the crowd immediately after the national anthem and just before the start of the race. The day also included hospitality, driver appearances and racing excitement.

The race featured Checkers/Rally's 2004 Brickyard 400 Sweepstakes winner, James Spencer, of Fredericksburg, Virginia, who won the honor of waving the green flag to start the race. This is believed to be the first time a consumer was granted this honor at the Indianapolis Motor Speedway.

"The City of Indianapolis provided an ideal venue for the Checkers/Rally's brand celebration. This year, the Company is remodeling 20 locations throughout the market and opening new locations, creating approximately 350 new jobs for the region," said Sirois. "Indianapolis is really a showcase of what our brand can do. We have award-winning employees at work in our restaurants, our stores are being re-imaged with a great new look, and we are fully active in the market through our advertising and our Indianapolis Motor Speedway sponsorships. Our work in Indianapolis represents initiatives going on throughout our markets across the country."

Checkers Drive-In Restaurants, Inc.
Checkers Drive-In Restaurants, Inc.
(www.checkers.com) is the largest double drive-thru restaurant chain in the United States. The Company develops, produces, owns, operates and franchises quick service "double drive- thru" restaurants.