



FOR IMMEDIATE RELEASE

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BUFFALO WILD WINGS AWARDS SPORTS GRANTS TO BOYS & GIRLS CLUBS OF CENTRAL FLORIDA FOR FOOTBALL AND CHEERLEADING

ALL STARS Program is focused on promoting youth sports and sportsmanship

ORLANDO, FLA. – Boys & Girls Clubs of Central Florida announced that Buffalo Wild Wings is supporting their ALL STARS football and cheerleading program this fall with a \$8,000 grant. As part of Buffalo Wild Wings' [Team Up for Kids®](#) mission and partnership with Boys & Girls Clubs of America, the company is supporting 170 Clubs across the country this fall, creating sports programs that promote physical fitness and good sportsmanship. The grant also includes team jerseys, sport equipment, and tools and access to education and training programs for administrators and volunteer coaches.

“We believe it’s our job to set Central Florida children and teens on a positive path, and being physically fit and leading a healthy lifestyle is an important ingredient to future success,” said Gary Cain, President & CEO of Boys & Girls Clubs of Central Florida. “Thanks to the support of Buffalo Wild Wings, we can continue and even expand our ALL STARS program, bringing sports into the daily lives of kids who need it most.”

“Team sports not only help kids stay healthy and active, they help kids feel like they are part of a team while they build self-esteem, leadership skills and accountability to others.” said Mary Twinem, Buffalo Wild Wings Chief Financial Officer. “We are honored to partner with BGCA to create positive sports experiences for kids that will teach important life skills to more than 35,000 Club kids this year.”

Buffalo Wild Wings is committed to helping over 100,000 kids play team sports by donating over \$6 million to Boys & Girls Clubs of America by 2017, including funds raised through sauce and seasoning bottle sales and events in their restaurants. In addition, a \$1 donation was made to BGCA team sports programs for every bottle of their Honey Bourbon Mustard and Ghost Pepper sauces and Southwest Ranch dressing purchased in September and October.

Boys & Girls Clubs of America believes that all kids deserve a great future. Through the organization’s Great Futures Campaign, Clubs and supporters are working to mobilize the country around the critical issues facing America’s youth. Boys & Girls Clubs are committed to leading the way, assuring that every young person who enters a Club is on track to graduate from high school on time, and is prepared to succeed in college or a career, while demonstrating good character and living a healthy lifestyle.

Thanks to Buffalo Wild Wings, the ALL STARS program motivates kids to lead a healthy lifestyle through team sports while building good sportsmanship and self-esteem for Club kids.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,100 Clubs serve nearly 4 million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun, friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at <http://www.bgca.org/facebook> and <http://bgca.org/twitter>

About Buffalo Wild Wings and Team Up for Kids

Buffalo Wild Wings, Inc. (NASDAQ: BWLD), founded in 1982 and headquartered in Minneapolis, Minnesota, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. There are currently more than 1,030 Buffalo Wild Wings locations in the United States, as well as in Canada, Mexico and the Philippines.

Buffalo Wild Wings' charitable giving initiative – TEAM UP FOR KIDS® – centers on the vision: ***There is a champion in every child. We are committed to helping build communities where all kids can thrive, compete, and belong to a team.*** As part of this initiative, Buffalo Wild Wings has teamed up with Boys & Girls Clubs of America (BGCA) to help thousands of kids play on sports teams each year. Buffalo Wild Wings is committed to donating and raising at least \$6 million for BGCA by 2017. Guests can join the effort through donations from sauce and seasoning bottle purchases and in-restaurant fundraising events.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, like Buffalo Wild Wings on Facebook, follow @BWWings on Twitter.

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