



FOR IMMEDIATE RELEASE

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**BUFFALO WILD WINGS AWARDS GRANT TO BOYS & GIRLS CLUBS OF METRO PHOENIX FOR
CHEER TEAM**

ALL STARS Program is focused on promoting youth sports and sportsmanship

(PHOENIX, AZ October, 8 2014) – Boys & Girls Clubs of Metro Phoenix announced today that Buffalo Wild Wings is supporting their ALL STARS cheer program this fall with a \$3,000 grant. As part of Buffalo Wild Wings' [Team Up for Kids®](#) initiative and partnership with Boys & Girls Clubs of America, the company is supporting 285 Clubs across the country this fall, creating sports programs that promote physical fitness and good sportsmanship.

The cheer squad began in January 2013, when Swift Kids Branch Program Manager Russ Kazmierczak noticed rifts growing between the members.

“Before the squad began, a lot of the girls were very cliquey, and that tended to build some rivalry,” says Kazmierczak. “The Cheer Squad has really united our girls. They’ve built a sense of camaraderie that wasn’t there before, and with each performance they’re developing poise, fitness and self-confidence.”

Funding from Buffalo Wild Wings allowed the squad to purchase much-needed team uniforms, shoes, pom-poms and practice mats.

The team has performed at a number of Valley events including the BGCMP’s The Big Event and the grand opening of a Buffalo Wild Wings restaurant. The grants also includes team jerseys and tools and resources from the National Alliance for Youth Sports (NAYS) which provides education and training programs for administrators and volunteer coaches to use across all team sports programs.

“During the out-of-school time, it is critical that we provide programming that helps kids learn about teamwork and the importance of good sportsmanship. These lessons become building blocks for skills that young people need as they move into adulthood,” said Amy Gibbons, President and Executive Director of Boys & Girls Clubs of Metro Phoenix. “Thanks to Buffalo Wild Wings, our ALL STARS program is providing opportunities for kids to be part of a team – learning invaluable lessons and skills that will help them succeed at school, at home, at the Club and in life.”

“Once again, we are honored to partner with Boys & Girls Clubs of America for our ALL STARS program, impacting thousands of Club kids each year through team sports,” said Mary Twinem, Buffalo Wild Wings chief financial officer. “We are committed to providing support and programs to the communities we serve, creating opportunities to teach life lessons and ignite a passion for sports.”

Buffalo Wild Wings is committed to donating \$4 million to Boys & Girls Clubs of America by 2016 including funds raised through sauce and seasoning bottle sales and events in their restaurants. Now through October 31st, Buffalo Wild Wings is promoting a fundraising campaign where 100 percent of every paper pinup Guests purchase in-restaurant will support BGCA youth sports programs. The paper pinups can be purchased for a \$1 minimum donation and will be displayed in restaurants.

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 the Boys & Girls Clubs of Metro Phoenix

The Boys & Girls Clubs of Metro Phoenix provides after-school and summer programs for youth in some of the Valley’s most deserving neighborhoods. Our programs focus on four key areas: Academic Success, Healthy Choices, Be Great-Do Good and Fun with a Purpose, providing youth with the tools they need to enjoy childhood and become successful adults. Every year, thousands of children and teens benefit from programs through our 12 clubhouses, outreach services in the community and children’s dental clinic. For more information about the Boys & Girls Clubs of Metro Phoenix follow us on Twitter @bgcmp or visit www.bgcmp.org.

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 and Mexico.

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 \$4 million for BGCA by 2016. Guests can join the effort through donations from sauce and seasoning bottle purchases and in-restaurant fundraising events. For more information, visit www.buffalowildwings.com/giving.

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 and visit www.BuffaloWildWings.com.

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