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Buffalo Wild Wings Helps Fans "Wing In" the New Year with Citrus Bowl Activations

Programs Aim to Bring Game Alive in Stadium, in Restaurants and Across Social Media

MINNEAPOLIS--(BUSINESS WIRE)-- Buffalo Wild Wings today announced a series of activations leading up to and during the Buffalo Wild Wings Citrus Bowl that will help college football fans "wing in" the New Year wherever they are watching the game - in stadium, in restaurant or following along digitally.

The Buffalo Wild Wings Citrus Bowl, featuring the No. 20 LSU Tigers (7-4, 5-3 SEC) and the No. 13 Louisville Cardinals (9-3, 7-1 ACC) led by the 2016 Heisman Trophy winner, will be played at 11 a.m. ET on Saturday, Dec. 31, 2016 and televised nationally by ABC.

Buffalo Wild Wings Citrus Bowl activation highlights include a halftime performance by country music star Cole Swindell; in-stadium wing giveaways; a panoramic End Zone Selfie Station; exclusive fan-sourced interviews with team coaches on Twitter; a custom Snapchat filter at restaurants and the stadium; and philanthropic activities supporting the Boys & Girls Clubs of America.

"As we host the first Citrus Bowl to be held on New Year's Eve, we are excited to offer college football fans the opportunity to celebrate and follow this historic bowl game like never before," said Bob Ruhland, vice president of marketing at Buffalo Wild Wings. "From the fans in the stands, to our guests in more than 1,200 restaurants and those following from home, our bowl game extensions are focused on bringing the game alive and providing unique access to fans everywhere."

In Stadium

For the first time, the Buffalo Wild Wings Citrus Bowl will feature a halftime performance by award-winning and platinum-selling country music artist Cole Swindell, who recently achieved his sixth consecutive No. 1 single. Cole will perform a mix of two No. 1 singles off his platinum-certified debut album - "Let Me See Ya Girl" and "Chillin' It."

Fans who venture into the concession stands throughout the main concourse and plaza level will find several exclusive food offerings from Buffalo Wild Wings, including boneless wings spun in Honey BBQ or Medium sauces, served with fries.

Fans attending the game can also commemorate their Buffalo Wild Wings Citrus Bowl experience with an ultimate selfie with thousands of fellow fans at a new End Zone Selfie Station. Located at the south end of the stadium, the one-of-a-kind photo will feature an unobstructed panoramic view of the end zone and field and can be shared via social media.

Additionally, Buffalo Wild Wings will be featuring special, in-venue promotions on game day.

In Restaurant

To encourage fans to capture and share their excitement for the game, B-Dubs will offer a custom Buffalo Wild Wings Citrus Bowl-themed Snapchat filter at all restaurants (from Dec. 26 through Dec. 31) and in the stadium in Orlando (on Dec. 31).

Two Buffalo Wild Wings restaurants in Baton Rouge and nine restaurants in Louisville will also host ticket giveaways to this year's Buffalo Wild Wings Citrus Bowl on Dec. 15. Registration and drawings will occur from 6 - 8 pm local.

Social Media Engagement

Buffalo Wild Wings will bring fans exclusive insights from the head coaches of LSU and Louisville via a Twitter-sourced Q&A. Fans can tweet their questions using #BWWCitrusBowl for the chance to have their question answered by one of the coaches in a video to be shared on B-Dubs' social channels.

On Twitter (@BWWings), B-Dubs will keep fans updated on all things Buffalo Wild Wings Citrus Bowl and make them feel like part of the real-time game experience with live tweets, gift card and t-shirt giveaways and more using #BWWCitrusBowl.

Philanthropy

Team Up for Kids

In support of the company's [Team Up for Kids® mission](#), which focuses on helping more kids play team sports, Buffalo Wild Wings will present its 2016 donation to Boys & Girls Clubs of America, totaling at least \$3.1 million at halftime. Another donation of \$10,000 will be presented to Boys & Girls Clubs of Central Florida. B-Dubs is also providing 350 tickets to Boys & Girls Clubs of Central Florida members to watch the Citrus Bowl from an end zone section and will host more than 100 Team Up for Kids participants at the Bowl's "Day for Kids" event on Dec. 29, providing opportunities for kids to play interactive games with players from LSU and Louisville.

About Buffalo Wild Wings and Team Up for Kids

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, 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. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,215 Buffalo Wild Wings locations across the world.

Buffalo Wild Wings' charitable giving mission - 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 mission, 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 \$16 million for BGCA by 2020. 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, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit www.BuffaloWildWings.com.

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Buffalo Wild Wings

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