

SPORTS

Celebrate March Madness With Buffalo Wild Wings

NewsUSA

(NU) - March is finally here, and this year, so is March Madness. To celebrate the return of the NCAA basketball tournament, Buffalo Wild Wings (BWW), the Official Chicken Wing of March Madness, is offering a series of promotions to fuel the excitement.

First, there's a chance for free wings for every overtime game. To qualify for Overtime Wingtime, Blazin' Rewards members just need to check-in at a BWW or place an online order via Blazin' Rewards on the same day a game goes to OT, within 30 minutes of the game ending. If a game goes to OT, six free boneless wings will hit Blazin' Rewards members accounts the following day.

"Sports fans have endured more than 700 long days without March Madness basketball, so this is one of the most anticipated tournaments ever," says Rita Patel, chief marketing officer for Buffalo Wild Wings.

"Even if your bracket was busted or your team was knocked out, you can still root for overtime -- and that means free wings!"

For the social media-savvy, BWW is encouraging fans to participate in its first-ever TikTok Challenge. Inspired by the Dance Cam at sports venues, the #BDubsDanceCam Challenge urges fans to put on their dancing shoes and bust a move for the camera. The #BDubsDanceCam



features a filter effect that makes it rain chicken wings, and select videos will be featured on TV screens inside BWW sports bars during the tournament.

For fans in the Indianapolis area, all 30 BWW sports bars will participate in a Blazin' Challenge bracket-style competition, where contestants will face-off against one another to see who can eat 10 Blazin' Carolina Reaper Wings the fastest.

Starting the first round on March 19-122, winners proceed through a Sweet Sixteen, Elite Eight, and Final Four. The winner will receive tickets to this year's Final Four and Championship game plus a year's supply of free wings.

Visit [MMBlazinChallenge.com](https://www.mmbazinchallenge.com) for more details on the Blazin' Challenge.

To sign-up for Blazin' Rewards and participate in the Overtime Wingtime promotion, visit buffalowildwings.com/rewards.