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Buffalo Wild Wings Returns as Sponsor of the Eastern Connecticut Conference’s “Player of the Week” Program

The Eastern Connecticut Conference (ECC) is proud to announce the return of its successful **Player of the Week** recognition program, presented by **Buffalo Wild Wings**, the nation’s premier destination for wings, sports, and good times.

The ECC has had an Athlete of Week recognition since 2017, and Buffalo Wild Wings has been the presenting sponsor since 2019.

The 2025-26 Athlete of the Week program kicks off Monday, September 8. Each week throughout the fall, winter and spring athletic seasons, two standout student-athletes (one male, one female) will be recognized for their exceptional performance, leadership, and impact on the playing field.

Fans can vote for their favorite student-athletes and follow weekly announcements on ECC’s website (www.eccathletics.org) and social media channels (X, Facebook and Instagram).

Honorees will be featured across ECC’s digital platforms and receive exclusive rewards courtesy of Buffalo Wild Wings, including a certificate and gift card at local BWW locations.

“Buffalo Wild Wings has always been about celebrating high school sports and the athletes who make them unforgettable,” said Jon Lussier, General Manager at Buffalo Wild Wings - Waterford. “Partnering with the ECC allows us to support student-athletes and bring their achievements into the spotlight in a fun and meaningful way.”

The ECC Player of the Week program aims to not only highlight athletic excellence but also foster community pride and school spirit across its member institutions.

“This partnership has added adds excitement to our student athlete and member school,” said Chris Landry, President of the Eastern Connecticut Conference. “Buffalo Wild Wings shares our passion for high school sports and community, and we’re thrilled to have them back on board.”

Stay tuned and get ready to celebrate the ECC’s top performers — with wings in hand.