

The ECC says “Welcome To Moe’s”

FOR IMMEDIATE RELEASE

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Norwich, Connecticut. (June 20, 2021)—The Eastern Connecticut Conference (ECC) has established a partnership with Rustyhood, LLC, to become a corporate sponsor. Rustyhood owns and operates multiple Moe’s Southwest Grill locations, including Glastonbury, Norwich, Waterford, and Groton along with several other restaurant brands.



The partnership will connect Rustyhood’s Moe’s locations in Connecticut with ECC schools and communities. In addition, it will bring an exciting dining option to attendees at various ECC events throughout the school year.

“We are excited to partner with the Eastern Connecticut Conference. Their reach in eastern Connecticut compliments our restaurant locations very well.”, said company owner, Matt Rusconi, who is no stranger to eastern Connecticut. Rusconi is a graduate of Lyman Memorial High School, where he played soccer and baseball. The sponsorship means more to him than just the promotion his company will receive. “Supporting and connecting with schools east of the river is important to us. It’s a full circle moment for sure!”

Company Marketing and Sales Manager, Taylor Frink, who is alumni of Bacon Academy is excited for the opportunity. She stated, “We are excited to introduce our programs to the schools and communities the ECC represents.” Those programs not only include on site dining at their locations but an array of off-site options. **These include full menu catering services and the newly launched Taco Kit Fundraiser, which allows schools and teams to raise money for their organizations by offering families a great way to feed their family and support local teams and clubs in the process.**

“This sponsorship represents everything the ECC is about,” stated acting ECC President, Scott Elliott, who is the Athletic Director of Lyman Memorial High School. He continued, “The fact that a Lyman Memorial alumnus has chosen to support our entire conference shows one of our

strengths as a conference. We are made up 19 different communities with schools of various sizes but we are all in this together. We welcome Moe's as a sponsor and look forward to working together for years to come."

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About Rustyhood, LLC

Rustyhood, LLC was founded in 2008 by Matt Rusconi. The company operates multiple Moe's Southwest Grill locations including Glastonbury, Norwich, Waterford, and Groton CT along with locations in Rhode Island as well. In addition, they own and operate Artichoke Basille's Pizza in Downtown Hartford, which will reopen in September after temporarily shutting down during the pandemic. In addition to Hartford, the Artichoke Basille's brand has locations in New York, New Jersey, Arizona and California. Rusconi also landed the franchise development rights in Connecticut for Brooklyn Dumpling Shop and plan to open their first location in Storrs Center at UCONN this Fall of 2021.

<https://www.moes.com/>

<https://www.artichokepizza.com/about/>

<https://www.brooklyndumplingshop.com/>

About the ECC

The Eastern Connecticut Conference ([ECC](#)) is an interscholastic athletic league made up of 19 member high schools, whose geographical footprint reaches from the Massachusetts border to the Long Island Sound and from the Rhode Island border to just east of the Connecticut River. The league sponsors 29 sports throughout the school year with each sport culminating in a league championship. Nearly 5,000 student-athletes compete yearly in the ECC. The ECC is a league steeped in history, producing countless CIAC State Champions. The league continues to be on the forefront of high school athletics in the state of Connecticut and is positioned to continue as a leader for years to come.

<https://www.eccathletics.org/>