

Text Our School to the Win at BlueCross Bowl

As the official corporate sponsor of TSSAA, BlueCross BlueShield of Tennessee proudly partners with the TSSAA to honor the top Tennessee high school football teams each year in their quest for the BlueCross Bowl state championship title.

However, did you know that the competition isn't limited to players on the field? For the second year, BlueCross BlueShield of Tennessee is inviting fans to compete in its Fan Face-Off, a texting contest with a \$1,000 payoff for the schools with the most text "votes" at the end of their respective games.

Submitting your vote is easy! If you're going to the Bowl, listen for our school's keyword to be announced during the game or stop by the BlueCross BlueShield of Tennessee activity tent. If you're not making the trek to Cookeville, visit [Facebook.com/bcbstchampions](https://www.facebook.com/bcbstchampions) the week of the Bowl for keyword listings.

Once you've got our school's keyword, simply text it to 37048. Only one vote per phone is allowed, so make sure to rally friends and family! A \$1,000 cash prize is awarded to the schools with the most text "votes" at the end of their respective games.

So get your texting fingers ready! The Fan Face-Off at BlueCross Bowl is a great way to show all of Tennessee that our school spirit goes well beyond cheers, mascots and colors. Good luck and we hope to see you in Cookeville!