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## **FOR IMMEDIATE RELEASE**

### **The Franklin American Mortgage Music City Bowl and Delta Dental Celebrate 10 Years of the Youth Football Program**

**NASHVILLE, Tenn. (August 30, 2018)** – The Franklin American Mortgage Music City Bowl is celebrating the 10<sup>th</sup> anniversary of the partnership with Delta Dental Tennessee and their involvement with the Bowl’s Youth Football Program. In the past 10 years, Delta Dental of Tennessee has donated over 120,000 mouth guards to young athletes across the state and assist in underwriting the ticket costs for the champion teams from each of the participating leagues.

More than 22,000 players, cheerleaders, and coaches receive an official Bowl helmet sticker to wear on their uniforms throughout the 2018 season. Minutes before kickoff, over 100 championship teams will be recognized for their hard work and accomplishments in the Champions Ceremony on the Nissan Stadium field in front of tens of thousands of football fans. After the ceremony, every athlete, coach and family member in attendance with the teams will receive a free ticket to watch the game. In total, more than 45,000 tickets have been provided for the members of the Youth Football Program.

Thousands of dollars are distributed each year by the Bowl to its youth football member leagues. Each league chooses how to use the funds – to buy or repair equipment and uniforms, maintain their facilities, pay for game officials, or implement new leagues programs. These donations are possible because of companies such as Delta Dental of Tennessee.

### **About the Franklin American Mortgage Music City Bowl**

The Franklin American Mortgage Music City Bowl (501(c)(3) non-profit organization) is an annual post-season collegiate Bowl featuring the Atlantic Coast or Big Ten and Southeastern Conferences. Since its inception, the Bowl has produced over \$310 million in direct economic impact. Distributed nationally to millions of viewers and listeners on ESPN and ESPN Radio, the Bowl is Nashville’s Holiday Tradition. For more information, call the Bowl office at 615.743.3130 or visit the Bowl online at [MusicCityBowl.com](http://MusicCityBowl.com).

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