The 2011 Blue Cross And Blue Shield Of Florida Classic Launches “Your Classic Moments” Promotion

B-CU President Trudie Kibbe Reed and Florida A&M University President James Ammons this week announced the “Your Classic Moments” promotion in support of the 2011 Blue Cross and Blue Shield of Florida Classic weekend.

The campaign encourages fans of the traditional rivalry to share their favorite moments from past Classics, on or off the football field. Eligible fans will have multiple opportunities to win prizes related to the Florida Classic weekend, culminating in a grand prize vacation trip for four to Orlando.

“The Blue Cross and Blue Shield of Florida Classic is more than just a game to those who attend annually,” said Dr. Reed. “It’s the equivalent of a family reunion and we want to hear about some of these memories that keep fans coming back.”

The “Your Classic Moments” contest is open to all fans ages 18-and-up and consists of bi-weekly giveaways from August 22 through October 28. Anyone can enter by visiting http://ycm.floridaclassic.org and filling out the form to share their favorite Classic moments from past years. After a week, the best four entries will be selected and shared on the Official Florida Classic Facebook page – facebook.com/floridaclassic – where fans can vote on who deserves the prize.

Every entrant in the bi-weekly contest will also be entered into a random drawing for the grand prize – a Florida Classic weekend vacation package for four including four tickets to the Blue Cross and Blue Shield of Florida Classic game, four tickets to the Florida Blue Battle of the Bands, parking passes to both the game and the Battle, two hotel rooms for two nights each (Nov. 18 and 19), a $200 gas card and a $200 voucher for official Blue Cross and Blue Shield of Florida Classic merchandise.

Fans can increase their odds in the random grand prize drawing by connecting with the Florida Classic via social media. Everyone is eligible to enter up to four times by October 28:

- By following @Florida_Classic on Twitter and sending the game a message with the #classicmoments hashtag.
- By texting “WILDCATS” to 88222 to sign up for SMS game updates.

In addition to the engaging promotion, plans are underway to ensure that several improvements are made inside and outside Florida Citrus Bowl Stadium where the Blue Cross and Blue Shield of Florida Classic takes place. Some of the concerns voiced by the fans – which includes issues such as parking, safety and enhanced family activities around the stadium, improved restroom facilities and shuttle services – are being reviewed and addressed by a consortium of officials from FCSports, the City of Orlando and Orange County.

The seventh annual MEAC/SWAC Challenge presented by Disney – featuring Bethune-Cookman of the Mid-Eastern Athletic Conference (MEAC) against Prairie View A&M of the Southwestern Athletic Conference (SWAC) – will be Sunday, Sept. 4, 2011, at Florida Citrus Bowl Stadium in Orlando, Fla.

Tickets for the 2011 MEAC/SWAC Challenge presented by Disney are on sale now at all Ticketmaster outlets. Tickets are $30 for reserved seating and $20 for general admission, plus applicable taxes and fees.

There are also several amazing Wildcat celebrations taking place on game day. Visit www.cookman.edu for more information.
Save the Dates

**Parent/Family Weekend**
**Sept. 23-25**

B-CU is excited to announce the 1st Annual Parent/Family Weekend. The weekend is designed for parents to spend time with their students on campus, take part in planned campus activities and to meet faculty/staff. The event will be filled with fun and exciting events that offer the opportunity to celebrate our student's experience at B-CU and observe the transition they are making to university life.

More information on Parent/Family Weekend including a schedule of events, pricing, football tickets and registration information is available at www.bcuparents.cookman.edu.

**FAMILY OF THE YEAR**
Nominate your family for the B-CU Family of the Year! All you have to do is write a double spaced, one-page essay on why we should choose your family. Please submit all essays no later than noon on Friday, September 16, 2011 to the Office of Student Activities located in the Wildcat Student Center. The designated Family of the Year committee will decide who wins and announce the winner at the game at the Wildcat Tailgate Party. There will be a special prize for you and your family. For more information call Cynthia Gray, Coordinator of Student Activities and Organizations at (386) 481-2172.

**Jack “Cy” McClairen Scholarship Golf Tournament**
**Nov. 4**

Omicron Omicron Chapter of Omega Psi Phi Fraternity, in partnership with the B-CU Athletic Department, is hosting the Second Annual Jack “Cy” McClairen Scholarship Golf Tournament on Nov. 4. The event will take place at the Pelican Bay North Golf Club starting at noon. For more information, please call Mel Williams at (386) 453-7823.

The deadline for sponsorships is October 1, 2011 to assure all sponsor's advertising information and designs are included on all tournament announcements. For advertising information, please contact James Felton, (386) 437-4007 or Dwayne Murray (386) 882-5756

An estimated crowd of 500 Wildcat football fans of all ages lined up at B-CU Fan Day last weekend to have posters and other Wildcat paraphernalia signed by B-CU players and coaches. B-CU President Trudie Kibbe Reed, cheerleaders, players, students, faculty and staff greeted the fans in the campus practice field to celebrate the new season. Now, the attention turns to the games – and with a 2010 season record of 10-0 behind them, Coach Jenkins and his team have high standards to meet this year. You can do it, Wildcats!

**Spotlight**

Alumna **Jasmine Carnell** ('08, international studies: business) is ready to set out on the adventure of a lifetime. For the 2011-2012 academic school year, Jasmine will serve as a North American Language and Cultural Ambassador in Madrid, Spain.

As an ambassador she will have the opportunity to learn about Spanish language and culture and use her experience upon her return to help develop cultural understanding between the citizens of Spain and the United States. Specifically, she will be instructing English at two high schools in the region of Madrid, covering various academic subjects and exposing them to American Culture. She is scheduled to leave in late September and return in July 2012.

“I am a strong believer that education is the catalyst that will change the world,” she said. “Participating in this program will allow me to be a part of this change.”

For the past two years, Jasmine has been serving inner city youth in Washington, D.C. at an immersion public charter school.

Jasmine is well-known on the B-CU campus as the very first Ms. B-CU, following in the footsteps of a long line of Ms. B-CCs.