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# Bleacher Report Launches the NCAA March Madness Bracket Challenge Presented by Dove Men +Care Providing Fans Unique Second Chance Opportunity

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[Bleacher Report](#), a leading digital destination for sports news, analysis, real-time video and live scores, has unveiled a unique [NCAA March Madness Bracket Challenge](#) presented by Dove Men +Care contest for the 2015 NCAA Division I Men's Basketball Championship. Bleacher Report's NCAA March Madness Bracket Challenge will offer a compelling twist on the common bracket game, allowing fans to change one pick following the third round of tournament action.

Fans will be given the opportunity to make one correction in an attempt to un-bust their bracket. One change will be available after the round of 32 completes and before the NCAA Sweet 16® games tip off on March 26

"We're offering a new, unique way for fans to compete in our NCAA March Madness Bracket Challenge this year, with a fun twist that will spark additional engagement throughout the tournament," said Dorth Raphaely, general manager of Bleacher Report. "We also redesigned the Bracket Challenge to be fully optimized across all mobile devices for this year's NCAA Tournament, as we continue to pursue opportunities that enrich the fan experience."

Eligible contestants participating in this year's NCAA March Madness Bracket Challenge will also be given the opportunity to enter the Bleacher Report Ultimate Sports Fan Contest and compete for a grand prize that includes four trips (including travel, food and accommodations) for the winner and a guest to sporting events of their choice. The free registration, grand prize details, and full contest rules are can be found at [bleacherreport.com/bracketchallenge](http://bleacherreport.com/bracketchallenge), with the full tournament field set to be unveiled this Sunday, March 15.

## About Bleacher Report

Bleacher Report, a division of Turner Sports, is the leading digital destination for team-specific sports content and real-time event coverage, and is one of the fastest-growing digital properties in the U.S. Bleacher Report's editorial and video teams, led by a growing roster of lead writers and premier contributors, create hundreds of pieces of content per day to provide fans with the most comprehensive experience for their favorite teams and topics across all major sports. Bleacher Report also provides an unmatched fan experience on mobile devices through Team Stream™, the top-rated, industry-leading tablet and smartphone app, and via the Bleacher Report daily sport- and team-specific email newsletters. Find Bleacher Report on the web at [www.bleacherreport.com](http://www.bleacherreport.com), download the [Team Stream app](#), and stay up to date on the latest Bleacher Report content at [Facebook](#), [Twitter](#) and [Instagram](#).

No purchase necessary to enter or win the Bleacher Report Ultimate Sports Trip Contest. Contest starts 5:00:01 PM ET 3/5/15. Registration and bracket entries must be completed by 12:00 p.m. ET 3/19/15 to participate. Ends 4/6/15. Open to legal residents of the 48 contiguous U.S. states & DC at least 18 years of age at the time of entry. Maximum total value of Contest Grand Prize \$50,000. For



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additional details and full official rules visit <http://bleacherreport.com/bracketchallenge>. Sponsor: Bleacher Report, Inc.

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