



## Scripps National Spelling Bee Launches Buzzworthy Mobile App

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**CINCINNATI**—Scripps National Spelling Bee fans can get in on the action of the 2015 Spelling Bee with the new Buzzworthy app for iOS, Android and Windows mobile devices.

The free Buzzworthy app provides friendly competition with friends, family and co-workers for Bee fans who download this official app of the Scripps National Spelling Bee. With Buzzworthy, fans can follow a group of spellers, earn points when spellers correctly spell words, connect with friends to create hives of spellers and compete against other hives for bragging rights. Fans also can stay up to date on the buzz around the Bee with alerts through the final rounds.

“From Bee-watching parties to school assemblies to office water coolers, the nation buzzes with excitement each year for the champion spellers,” said Paige Kimble, executive director of the Scripps National Spelling Bee. “The Buzzworthy app creates even greater buzz by connecting fans to these spelling stars.”

Here’s how the Buzzworthy app works:

- Create an account.
- The app assigns you five random spellers to follow throughout the competition.
- Throughout the Scripps National Spelling Bee, earn points each time one of your spellers spells a word correctly.
- To increase your chances of earning points, you can connect with friends to create Hives of spellers. Those in a Hive can combine their points with those of others in the same Hive.
- Users who want to follow a specific speller can do so simply by sharing a Buzzworthy Hive invite code with friends and family to unlock the opportunity to choose one additional speller.
- You also can earn bonus points for speed when your speller spells words quickly and earn 1,000 bonus points by predicting a word before it’s used in the competition.

In addition, Buzzworthy app users can stay up to date on the Bee with live alerts through the final rounds of the competition. The app also includes fun facts and photos for all 285 finalists in the 2015 Scripps National Spelling Bee and a live feed of social media buzz about the Bee.

Created by Scripps Digital, the Buzzworthy app offers an entirely new level of engagement and entertainment for Bee fans. Buzzworthy is available now in the app stores for Android, Apple and Windows phones.

### **About the Scripps National Spelling Bee:**

The Scripps National Spelling Bee is the nation's largest and longest-running educational program. The National Spelling Bee started in 1925 with nine contestants. The purpose of the Scripps National Spelling Bee is to help students improve spelling, increase their vocabularies, learn concepts and develop correct English usage that will help them all of their lives.

The Scripps National Spelling Bee is administered on a not-for-profit basis by The E.W. Scripps Company. Scripps took ownership of the Bee in 1941 and, after not holding the competition for three years during World War II, has managed the Bee continuously since 1946. 2015 marks the 71<sup>st</sup> year that Scripps has operated the National Spelling Bee. In that span, the terms “Scripps” and “spelling bee” have become synonymous with one another.

**About Scripps:**

The [E.W. Scripps Company](#) serves audiences and businesses through a growing portfolio of television, radio and digital media brands. Scripps is one of the nation’s largest independent TV station owners, with 33 television stations in 24 markets that reach nearly one in five U.S. television households. It also owns 34 radio stations in eight markets. Scripps also runs an expanding collection of local and national digital journalism and information businesses, including mobile video news service [Newsy](#) and weather app developer [Weathersphere](#). Scripps also produces television shows including [The List](#) and [The Now](#), runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the long-time steward of the nation’s largest, most successful and longest-running educational program, the [Scripps National Spelling Bee](#). Founded in 1878, Scripps holds to the long-time motto, “Give light and the people will find their own way.”

**Media contact:**

*Valerie Miller, The E.W. Scripps Company, 513-977-3023, [valerie.miller@scripps.com](mailto:valerie.miller@scripps.com)*