

Big Price
To Pay



Priceless

Buy more cigarettes.
Or buy more time.
Your choice.

Stop smoking.
Have more time and money for something you really care about.

 BlueCross BlueShield
of Tennessee
www.bcbst.com

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
© Registered marks of the BlueCross BlueShield Association, an Association of Independent BlueCross BlueShield Plans