



## MEDIA KIT



## Our Mission

It is the mission of the Saint Louis Chess Club, an educational organization, to maintain a formal program of instruction to teach the game of chess and to promote and support its educational program through community outreach and local and national partnerships to increase the awareness of the educational value of chess.

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The Saint Louis Chess Club admits students of any race, color, national and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, color, national and ethnic origin in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school-administered programs.

# Facts & Figures

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## Scholastics

More than 250 current in-school and after-school programs

Currently in more than 100 schools

Nearly 30,000 students served since 2009  
*5,000 enrolled in 2018*

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## Tournaments

**2018 U.S. Chess Championship & U.S. Women's Chess Championship**

953 stories  
490,588,226 impressions

**2018 U.S. Junior Championship & U.S. Girls' Junior Championship**

87 stories  
141,333,835 impressions

**2018 Sinquefield Cup, 2018 Saint Louis Rapid & Blitz**

1,376,788,050 impressions

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## Local Impact

**\$1.5 Million**

invested back into the Saint Louis economy during every major event

*(calculated by Explore St. Louis)*

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## Social Media

**Facebook**  
20,000+ likes

**Twitter**  
16,000+ followers

**Instagram**  
12,000+ followers

**YouTube**  
200,000 subscribers  
*56,628,518 views & 18,247,849 minutes watched*

# Press

“Through chess, I’ve seen better test scores and academics because you have to concentrate and remember information,” she said. “And this is a nice community connection because so often middle school is where preconceived notions about police begin. Instead of ‘Oh that’s the man with a gun’ they’ll think ‘That’s the guy I played chess with.’”

–Pat Burton, Gateway Middle School chess coach, quoted by Christine Byers in the *St. Louis Post-Dispatch*



“Nearly a decade later, the simple desire of a guy who just wanted to play chess in his retirement has turned a neighborhood in St. Louis into a virtual chess campus—complete with a club, a museum, a home for grandmasters and a chess-themed diner. It’s also turned the midwestern city into the center of chess in the United States. To pretty much everyone’s surprise.”

–Alex Knapp, *Forbes*

“Those three, along with the reigning Norwegian world champion, are currently assembled in St. Louis for one of the strongest chess competitions ever held. And that American city has become a lighthouse for the game, featuring top-flight tournaments, world-class venues and varsity chess programs.”

–Oliver Roeder, *ESPN FiveThirtyEight*



“Garry Kasparov was back. There was the familiar sight: elbows on the table, hands on his head, pieces humming. It wasn’t the first time he had been spotted at the [Chess Club]: since retiring, in 2005, Kasparov has been an ambassador for the game and a consistent presence in the little chess paradise constructed by the businessman Rex Sinquefield. Still, this was different. He was playing in his first rated tournament in twelve years, the St. Louis Rapid and Blitz. This counted.”

–Louisa Thomas, *The New Yorker*

“Usually tournaments are just played, and chess fans look at them, but people from the outside world don’t really pay much attention. So, I think what they’re doing in St. Louis is great, they’re trying to market chess for a broader audience and trying to find new things, different things, which will make it interesting.”

–GM Fabiano Caruana, quoted in *Deadspin*



# 2019 Major Tournaments

Cairns Cup | February 5-16

Spring Chess Classic | March 1-11

U.S. & U.S. Women's Chess Championships | March 18-April 1

U.S. Junior & U.S. Girls' Junior Championships | July 11-21

Sinquefield Cup | August 17-28

Fall Chess Classic | September 6-16

Winter Chess Classic | November 5-16

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## UP NEXT:

### Cairns Cup

For the first time, the Saint Louis Chess Club will host the Cairns Cup, an elite level tournament for the top female players from around the world. Inspired by its mission to further promote the game of chess to women and girls, the Chess Club aptly chose the name Cairns Cup in honor of co-founder Dr. Jeanne Sinquefield's maiden name. Fans can look forward to a chess tournament similar in style to the prestigious Sinquefield Cup with the ten best female players from around the world competing in the Chess Club's world-renowned facility for the \$150,000 prize fund.

### 2019 U.S. and U.S. Women's Chess Championships

The Saint Louis Chess Club is excited to host the U.S. & U.S. Women's Chess Championships this March. Rounds will be held daily at 1 p.m. at the Saint Louis Chess Club and broadcast on [uschesschamps.com](http://uschesschamps.com). Selection for the tournament players is primarily based on the players' United States Chess Federation ratings. The 2019 U.S. Chess Championship field will consist of the 2018 U.S. Champion, the 2018 U.S. Junior Champion, the 2018 U.S. Open Champion, the top 8 rated players in the U.S., and 1 wildcard. The 2019 U.S. Women's Championship field will consist of the 2018 U.S. Women's Champion, the 2018 U.S. Girls' Junior Champion, the top 8 rated female players, and 2 wildcards.



# Membership

## Levels & Pricing

Annual Family: \$150

Annual Adult: \$100

Non-local Membership: \$50

Monthly Adult: \$15

Annual Student: \$50

Annual Non-local Student: \$40

Monthly Student: \$10

Family: \$210

Individual: \$120

Value Student or Non-local: \$80

## Events & Members

Nearly 20 weekly classes and lectures.

More than 40 open tournaments each year.

1,000 annual members.

# Social Media Testimonials

“The young woman I spoke to on the phone today thanked me for supporting the Chess Club even though I have never been there. It is I who should thank you for the way the club helps children of all races and religions. I may not be able to see them in person but your website allows me to almost feel the self respect and sense of belonging each receives from playing in the atmosphere the club provides.”

–**Brian, non-local Chess Club member**

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“Incredible learning videos on YouTube by good chess players! A couple of really good entertainers too in likes of Mike Kummer and Ben Finegold. Great hosts of one of the worlds best tournaments in the Sinquefield Cup.”

–**Kjetil Outerhuus**

“Staff was more than welcoming! Gave a tour that included fascinating details. Caught some awesome games inside and out, then were blown away to catch a picture with Fabiano Caruana while he played some pick up blitz with the other 4 GMs hanging out that night!”

–**Beth Thrasher**

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“My husband, son and I flew in from Florida for the tournament, and had a blast! Everyone was very friendly and welcoming and it was great to see the Grandmasters playing in person. I was quite impressed with all that the club offers to those who love to play chess.

We will definitely be back!”

–**Tina Grossmann Romanic**

“The St. Louis Chess Club has revitalized American chess by: providing tournament opportunities to younger players, making available chess lessons authored by GMs, and promoting chess by holding major chess events featuring the world’s best players. I assert the popularizing and development of chess provided by the club has not been seen in America since 1972 when Bobby Fischer won the World Chess Championship.”

–**David Dathe**

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“Can’t say enough about this institution. It should be an inspiration for every major city in the US to have a place like this.”

–**John Deligiannis**



# Photos

Image archives are available for download at [flickr.com/stlchessclub](https://www.flickr.com/photos/stlchessclub/)  
*Courtesy of Saint Louis Chess Club*

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please contact the Marketing Communications Associate:

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**“Our mission is to bring attention to chess as a sport and an educational benefit. Saint Louis is a natural fit for our organization and the champions we are building.”**

*—Tony Rich, Executive Director*



For more information or to schedule an interview,  
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