

REPORT FROM ECF CEO ON CHESS FOR SCHOOLS 27th June 2009

The Free Chess Sets

The Chess For Schools project started this Saturday, June 27th at Wilson's School in Surrey. This was a trial launch to which 20 schools and the local MP were invited. A small simultaneous display by Anand Krishnan was held in parallel. The event was successful and Holloid will be releasing a press release shortly. Two further small events are planned for July to be followed by the first main event in September.

These events are the start of the campaign to deliver 100,000 free chess sets and board to schools during the first year. Thanks are due to Holloid Plastics and in particular to their chairman Henning von Spreckelsen,

The Holloid CfS website now live: to find it google Holloid Plastics and click on the logo.

Support Package

The support package should be ready in about one month's time. This consists of:

- A Teaching DVD.
- On line testing software for the Certificate of Merit.
- Chess books.

Manager for Chess For Schools

The ECF is seeking an officer to manage the next stage of the project such as the follow-up with the schools and the setting up of academies. As yet a volunteer has not been found.

Chris Majer
Chief Executive ECF
27th June 2009

EXTRACTS FROM HOLLOID PLASTICS WEBSITE

What is Chess for Schools?

When the son of a Holloid Plastics employee wanted to start a chess club at his school, the employee felt Holloid could be of help. After various ideas and several conversations, the English Chess Federation was approached. Chess for Schools was born and has now grown to become a nationwide initiative to create a chess club and put 10 free chess sets in every one of England's 25,000 schools.

A project of this scale has never previously been attempted in England and involves the delivery of close to 250,000 free chess sets and supporting material.

Who is involved?

Other than the English Chess Federation, the key partner on the project and major sponsor is Holloid Plastics. The Hampshire-based plastic injection moulding company is financing and project managing the manufacture and distribution of the actual chess sets.

Distribution will be carried out through regional launch days, during which members of recipient schools will attend and collect their chess sets.

What is the timescale?

Due to the size of undertaking, the project will take several years to complete and has been divided into several phases. Phase One is currently underway and due to complete by the end of the 2009/2010 academic year. Phase Two will begin in September 2010.

Currently over 9,000 schools have signed up to Phase One of the scheme, where each school is entitled to receive 10 free chess sets.

Further Information

A Resource Pack with further information on both the initiative and chess in general, including its history and rules, will be available to download from a dedicated page within Holloid Plastics' website.

Enclosed is the official press release announcing the Chess for Schools initiative.

Resource Pack

- [English Chess Federation](#)
- [History of Chess](#)
- [Rules of Chess](#)
- [Famous Players](#)
- [British Talent](#)
- [Customise your Board](#)

PRESS RELEASE

People talk of football as 'the beautiful game', but it's also how many of us think of chess. It cuts across barriers of age, gender, race and class. It's a universal sport, a game for all.

Chess develops critical thinking skills, builds self-esteem, teaches children to think logically and take responsibility for their actions. Most importantly though, chess is fun.

What exactly is the Chess For Schools project?

It's a stunning new initiative being organised by Holloid Plastics with the backing of the English Chess Federation. Each school is entitled to receive 10 tournament quality chess sets - free of charge - which will help it to start up its own chess club. So far, over 9,000 schools have signed up to the first phase of this exciting new project.

"Its aim is to foster a love of the game and boost strategic thinking among our nation's youth at the same time." says Holloid Plastics' Executive Chairman, Henning von Spreckelsen