



## Press Release

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# State Chess Tournament to Boost Local Economy

Hosting the Arizona Scholastic Chess Tournament in April 2011 will bring an expected 2,000 visitors to the White Mountains over one weekend. "This should have a positive impact on the local economy," said Blue Ridge High School Chess Coach Jeff Robinson. Yellow Jacket Chess Clubs are organizing the event.

Robinson notes that about 650 chess players from across the state, their parents and family members will descend upon the area April 8-10. "They will stay in area hotels and cabins, eat at area restaurants and spend time and money on local attractions." And with this many people to house, businesses across the mountains will benefit.

The state scholastic chess tournament is a major undertaking and a great honor for Blue Ridge to host. "It will take a lot of community buy-in and volunteers to make this work," said tournament co-director David Butterfield, Blue Ridge Mid School Chess Coach.

Sponsorship opportunities for the *High Altitude, Cool Attitude* tournament are available at all levels of participation. Advertising spaces are available in the full-color event program. Community supporters can purchase hyperlinks to their business on the event registration website or list activities available around the tournament date.

Activities begin to roll with the Nov. 19-20 AIA Tournament at Blue Ridge, where the *High Altitude, Cool Attitude* logo will be unveiled. Students from across the White Mountains are invited to compete for the best submission of a logo. Winners will receive gift cards.

For more information on the event, sponsorship, volunteering or the logo contest, please go to [www.brjackets.com/chess](http://www.brjackets.com/chess)

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