



Catching the Wave

PAWN WISE

ATLANTIC ALL-AGES CHESS FESTIVAL 2020

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What's in a Name?

PAWN WISE

- **Two syllables – ww**
Wave
- **Chess = knowing (game theory)**
Practices mind
- **Child => Senior**
All-ages theme



Dream Big!

ATLANTIC ALL-AGES CHESS FESTIVAL 2020

- **Promote Halifax**
Hub for chess in Canada
- **Cultural legacy**
Province-wide programs
- **Brain Health**
Public education



Jousting for Position

TWO TOURNAMENTS

- **Canadian Seniors Chess Championship**
Maritime first: 50+ (GM Bareev), 65+ (IM Piasetski)
- **Nova Scotia Mayflower Open**
All-Ages (GM Gukesh)



Celebrate and Educate!

FESTIVAL SIDE EVENTS

- **Scholastic Chess Exhibition**

1-4 PM – Media event, GM Hou Yifan (China)

- **Chess Considered – Four Questions**

7-10 PM – Panel: international & local scholars



Laying the Foundation

VISION 2020

- **Re-branding**
Name, logo
- **New website**
Functionality, appearance
- **Organizational competence**
Skills, preparation (venue)



Setting the Trap

TACTICS: CREATING INTEREST

- **Celebrities**

Attract players, media, broader public

- **Imaginative design**

Panel, trophies (NS themes), "experience"

- **Media**

Webcast, trade & mainstream media



Harmonizing the Pieces

STRATEGY: COMMUNITY ENGAGEMENT

- **Communities**

Parents & children, Seniors 9

- **Partnerships**

Fountain of Health, universities (panel)

- **Participation**

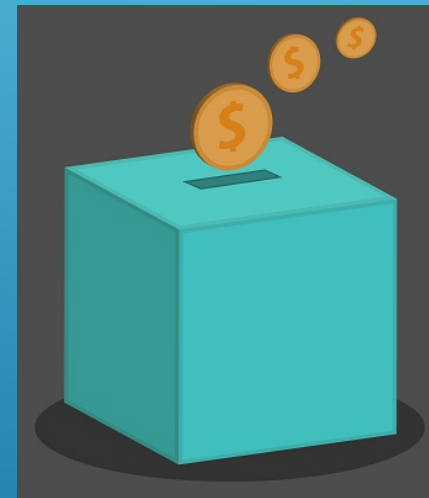
Volunteers, general public



Building a Strong Position

PLAYING A COMBINATION

- **Individual donations**
CNS members, public
- **Sponsorship levels**
Business, corporations, campaigns
- **Grants**
Department of Seniors, CCH, Halifax



The Long Game

INFRASTRUCTURE

- **Chess in the Library**
Template, Truro, regional reps
- **Legacy programs**
All-ages recreation, instruction
- **Annual festival**
Anchored to Mayflower Open event



Brain Waves

THE NOVA SCOTIA AFTER-SCHOOL CHESS PROGRAM

- **Concept**

Guided use of Internet, sustainability

- **Outreach**

Start-up sessions, support

- **Partners**

Lichess.org, Chesskids.com, Chess 24



WaveLength

CHESS FOR SENIORS

- **Rationale**

Cognitive health, intergenerational

- **Method**

Sustainability, support, Internet

- **Partners**

Fountain of Health



Catching the Wave!

ENDGAME

- **Tracking**
Attendance logs, lists, surveys
- **Accountability**
Reporting
- **Building the network**
Social media, feedback



Appendix

Links

- **Chess Nova Scotia**

www.chessns.ca

Contacts

- **Ken Cashin, President, Chess Nova Scotia**

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