

Interested Letter to School Administrator

Dear School Administrator:

I would like to assist in starting a scholastic chess club at your school. The Bloomington/Normal area has a great chess presence, and we are offering help to get a chess club started in every school that does not already have one. There are currently 21 schools with afterschool chess clubs and about 20 that do not have them. Colley's Chess Café works closely with and supports BNASC (Bloomington Normal Area Scholastic Chess Association), a 5013C nonprofit that promotes chess in our community by coordinating and sponsoring local tournaments. Our scholastic chess teams have performed well in both state and national tournaments. As a local establishment devoted to teaching chess, we offer a "Chess Club in a Bag" program that will get you off to a fast and painless start.

We will assist at any level in establishing a club at your school or enhancing what you may already have. We can provide the following:

- Experienced chess teachers at the beginning, intermediate, and advanced levels;
- A graduated chess curriculum offering 6 years of increasingly difficult levels;
- 10 years of experience in teaching and managing afterschool chess programs;
- A very successful framework for assuring that no child is excluded because of inability to pay;
- Considerable experience in running USCF-rated scholastic chess tournaments.

The benefits of chess include:

According to research, test scores improved by 17.3% for students regularly engaged in chess classes, compared with only 4.6% for children participating in other forms of enriched activities.

Many researchers and studies have shown over the years that chess strengthens a child's mental clarity, fortitude, stability, and overall health. Many schools find chess to be an inexpensive but efficient way of helping children to grow mentally. In this technologically driven world, chess aids in the development of certain areas of the brain, thereby benefitting children as they grow older.

My name is Colley Kitson. I operate Colley's Chess Café in downtown Bloomington, IL. I am a FIDE Chess Instructor with over ten years of experience in classroom instruction. I teach between 300 and 400 students a week in afterschool programs and an additional 80 advanced students from my chess school at the café. If you are interested in having a successful chess program for your school, please contact me to discuss the details. I look forward to hearing from you. - Colley Kitson

provided courtesy of Colley Kitson