



Media Release

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For Immediate Release

4th Annual SPICE Cup

LUBBOCK, Texas (October 21, 2010) – The 4th Annual Susan Polgar Institute for Chess Excellence (SPICE) Cup will be held October 28th-November 7th at Texas Tech University in Lubbock beginning at 2pm each day, and at 1pm Sunday, November 7th.

The 4th Annual SPICE Cup will be the highest rated international invitational chess tournament in U.S. history. Over 30 million chess enthusiasts worldwide are expected to follow this tournament through various chess media sources.

The opening ceremony will be held Thursday, October 28th at 1:30pm at the Texas Tech University Student Union Building. Mayor Tom Martin, Susan Polgar and Texas Tech officials will speak. Mayor Martin will read the Proclamation at the opening ceremony stating that October 28th will be Susan Polgar/Texas Tech Chess Day.

The tournament is free and open to the public. The community is encouraged to meet the superstars of the chess world. In addition, free raffle prizes will be available for the public to win.

The World Chess Federation (*Federation Internationale des Echecs*, known as FIDE from its French acronym) has 171 national federations, second only to soccer. According to CBS and other sources, there are approximately 45 million people who play chess in the U.S. and over 700 million worldwide. More children in this country play chess than any other major sports such as football, baseball, basketball, soccer, tennis, golf, etc.

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For additional information, please contact Susan Polgar at 806.742.7742 or susan.polgar@ttu.edu.

Visit Lubbock is Lubbock's official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2001, Visit Lubbock has booked more than 1,900 conventions, resulting in 1.03 million visitors, 236,000 room nights, and \$109.1 million in direct economic impact to the Lubbock area. For more information on the Texas You've Always Dreamed Of or to receive a free Visitor Guide, please call 800.692.4035 or log on to VisitLubbock.org. For the latest events, check out our Facebook page at Facebook.com and search for Visit Lubbock.

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