



## World Chess Champion Alexandra Kosteniuk inaugurates "Ajedrez por la Paz" in Colombia

**World Chess Champion Alexandra Kosteniuk recently visited Colombia to show the joys of chess to hundreds of underprivileged children in Puerto Tejada, near Cali.**

The "Chess Queen" officially opened the program "Ajedrez por la Paz" (Chess for Peace) launched by "Peace and Sport, *L'Organisation pour la Paix par le Sport*" in partnership with a local NGO called Colombianitos and the International Chess Federation (FIDE).

This program was designed to bring structure and guidance into the lives of young people living on the fringe of society. It aims to strengthen social cohesion and dialogue and to reduce the violence that is firmly rooted in their environment. It trains them to have the concentration necessary to play chess and introduces them to the value of personal achievement.

The "Ajedrez por la Paz" program will progressively involve 4,000 children living in deprived neighbourhoods of seven major cities in Colombia (Puerto Tejada, Cartagena, Bucaramanga, Bogota, Medellin, Sincelejo, Barbosa).

Alexandra Kosteniuk is a "Champion for Peace", the name given to a group of world-famous sports champions committed to serve peace in the world through sport, at the initiative of Peace and Sport.

Joel Bouzou, President and Founder of Peace and Sport, said: *"The presence of a great champion like Alexandra to launch the 'Ajedrez por la Paz' program is vital. She knows how to communicate her passion for chess to children and show them all that this game can bring them on a personal level. This is the best source of inspiration imaginable for these youngsters who need role-models and new benchmarks in life."*

Peace and Sport and Colombianitos already run a program called "Ping Pong Paz", also designed to help disadvantaged youngsters in Colombia, with support from the company Butterfly and the International Table Tennis Federation (ITTF).