



***For Immediate Release***

**Contact:** Lisa Davis, Sony Corporation of America; 212-833-6033; [lisa\\_davis@sonyusa.com](mailto:lisa_davis@sonyusa.com)  
Carole King, Chess-in-the-Schools; 212-643-0225; [cking@chessintheschools.org](mailto:cking@chessintheschools.org)

**NYC ELEMENTARY SCHOOL STUDENTS DISCOVER THE 'WONDER' OF CHESS AT THE  
2<sup>nd</sup> ANNUAL CULLMAN ROOKIE CHESS TOURNAMENT  
TO BE HELD IN THE SONY PLAZA ATRIUM ON APRIL 17**

***Participants to Also Enjoy Sony Wonder Technology Lab Experience During Event***

NEW YORK, April 11, 2007 – On Tuesday, April 17, 2007, the Sony Wonder Technology Lab will play host to the Chess-in-the-Schools Annual Cullman Rookie Chess Tournament in the Sony Plaza Atrium at Madison Avenue and 56<sup>th</sup> Street. More than 120 students between the ages of six and 10 from six New York City elementary schools will participate in this all day experience.

For most of the young competitors, the event marks their first official chess tournament. Using the skills they learned through the Chess-in-the-Schools program, students will play four rounds of chess, each round lasting up to one hour. Students will also tour the Sony Wonder Technology Lab, a four-story interactive technology and entertainment museum adjacent to the Sony Plaza Atrium.

The tournament will begin promptly at 10:00 a.m., with the awards ceremony to follow at approximately 3:00 p.m.

The Cullman Rookie Chess Tournament is a highlight of the Chess-in-the-Schools tournament calendar, which features more than 27 weekend and holiday chess tournaments for thousands of students around New York City. Tournaments invariably are poignant displays of professionalism, camaraderie and skill that transcend the participants' youthful age. As with all Chess-in-the-Schools programs, tournaments are offered free of charge to competitors.

Elementary schools participating in this year's event include: PS 7, PS 96, PS 165 and PS 189 in Manhattan, as well as PS 50 and PS 127 in Queens.

The Cullman Rookie Chess Tournament is sponsored by **Lewis B. Cullman**, Chairman of the Board of Trustees of Chess-in-the-Schools. His generous support in combination with grants from other individuals, foundations and corporations, allows Chess-in-the-Schools to provide its in-school, after-school, weekend, and summer program offerings to 27,000 students in 108 schools this year.

Chess-in-the-Schools ([www.chessintheschools.org](http://www.chessintheschools.org)) is a nonprofit organization dedicated to improving academic performance and building self-esteem among inner-city public school children. Using chess as an educational tool to promote learning, critical thinking, and problem solving, Chess-in-the-Schools has taught, inspired, and empowered more than 387,000 students over the past 20 years.

The Sony Wonder Technology Lab (SWTL) is a four-story, interactive technology and entertainment museum for all ages. Located in mid-town Manhattan, SWTL inspires creativity in a high-quality, engaging, and family-friendly learning environment. By inviting visitors to experience the latest technologies in a hands-on setting, SWTL nurtures curiosity while awakening visitors to their own talent and potential. Through its permanent exhibits and innovative programs, including Sci-Tech workshops, ongoing screenings and associations/affiliations with well-respected local non-profit and educational institutions, SWTL aims to educate and cultivate the next generation of visionaries who will help shape the future of media, entertainment, science, technology and the arts. The Sony Wonder Technology Lab is open to the public Tuesdays through Saturdays, from 10:00 a.m. to 5:00 p.m., and Sundays, from 12:00 p.m. to 5:00 p.m. Admission to the Lab is FREE. [www.sonywondertechlab.com](http://www.sonywondertechlab.com)

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