

Cincinnati Bridge Association
Cincinnati Bridge Center
Cooper Business Center
2860 Cooper Road
Cincinnati, Ohio

Tuesday May 31, 2011

Dear School Administrators,
Student Activity Directors,
Parent Teacher Organization Leaders, and
Current High School Bridge Club Leaders,

Subject:

The Cincinnati Bridge Association Invites You to Explore Forming a Bridge Club at Your School

The Education Committee of the Cincinnati Bridge Association (<http://www.cincybridge.com>) is looking to expand the number of area High Schools with active Bridge Clubs as part of your extra curricula activity offering to your students. We would like you to consider offering a Bridge Club as a part of your extracurricular club offerings in the fall of 2011.

Please forward this note to teachers, student activity coordinators, and parent associations that might find this opportunity interesting. We would like to talk with you or with an interested teacher from your High School. Any teacher who plays bridge or has an interest in the game can lead your Bridge Club. We offer free teaching materials and support at no cost to the school or the students. The Cincinnati Bridge Association along with the American Contract Bridge League provides additional support to high school clubs and teachers in the area. In addition there is a nationwide approach to grow Bridge at the middle school and high school level. **Gambling is NOT involved in any way.** We play duplicate and tournament bridge for fun and for master points. We want to grow what we know as the best game in the world. Bill Gates and Warren Buffet actively support the School Bridge league and its outreach to high school youth.

We are currently working with Mr. Peter Rice at Lakota West in support of the Lakota West Bridge Club. Mr. Rice has over 25 students participating for 1 ½ hours every Monday after school. He is a tournament bridge player and teaches AP Economics at West. We have a club underway at St. Xavier High School and are in the early stages of exploring interest with Mason High School (Ms. Lorri Fox-Allen, Student Activities Director). Walnut Hills High School has also had a bridge club in recent years, and we expect it to start again next fall.

We want to grow the number of schools and high school students playing bridge so we can sustain friendly inter-school competition among these clubs. Saturday June 11, 2011 we will host a High School bridge game at the Cincinnati Bridge Association [Cooper Business Center, 2860 Cooper Road, Cincinnati, Ohio (513) 563-2218]. We will offer several of these free fun games during the summer for High School students. Please drop by to learn more about bridge and what we can do for your school.

Much has been written about the benefits from high school students learning to play bridge. We know bridge to be a socially engaging, intellectually stimulating game enjoyed by all age

groups. We'd be happy to talk about how bridge helps develop social poise, ethics, friendly competition, logic, inferential thinking, risk-based decision making, probability, collaboration, and communication skills. Bridge is more than just plain fun!

Here is a recent video link (YouTube) you'll find interesting:

http://www.youtube.com/watch?v=I1BuSkRDQG0&feature=player_embedded

and a link to the School Bridge League : <http://www.schoolbridgeleague.org/>

and the ACBL Youth Program site: <http://www.acbl.org/teachers/schoolBridge.html>

and a link to the benefits of bridge at the Bridge World site:

http://www.bridgeworld.com/default.asp?d=intro_to_bridge&f=bbeg0.html

We've appended files on benefits of Bridge for School Administrators and basic information about the ACBL itself.

Over 25,000,000 people in the USA play bridge. Bridge attracts over 160,000 tournament players and many times more home players in the US alone (over 250,000 in Western Europe). We have about 1200 active members in the greater Cincinnati area playing duplicate bridge. There is a vibrant Junior program with a Junior National Championship every year.

Please contact us so we can meet to discuss next steps and answer any questions you, your staff or your school board might have. We look forward to talking with you.

Regards from the CBA Education Committee,

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BENEFITS OF BRIDGE

Here are just some of the ways bridge contributes to intellectual and social development.

- Improved memory.
- Improved concentration.
- Improved ability to develop and modify plans.
- Development of judgment.
- Development of teamwork.
- Development of logic and analytical skills.
- Increased social skills.
- Lifetime enjoyment.
- Inclusion of all age, gender and ethnic groups and persons with physical limitations or disabilities.



"Bridge should become a mandatory subject in school ... Children who learn bridge, learn logic, math and concentration, and they have fun while they're doing it."

Larry Cohen

Author of "To Bid or Not To Bid"

(The best-selling bridge book in the world, with 100,000 copies sold in seven languages)

American Contract Bridge League

Founded in 1937, the ACBL is a not-for-profit membership organization charged with promoting the great card game of bridge. Its 160,000 members play in 3,200 clubs and more than 1,100 annual tournaments across North America.

ACBL Education Department

Learn more about the ACBL's teaching programs by visiting the web site at

www.acbl.org

or contact the ACBL Education Department at 901-332-5586, ext. 1264 or education@acbl.org



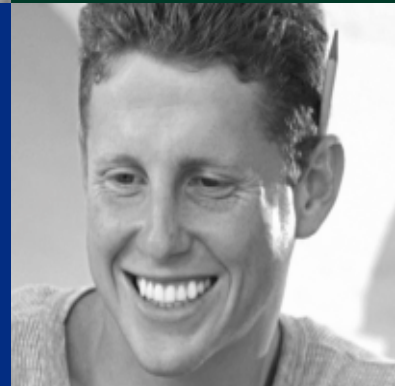
American Contract Bridge League
2990 Airways Blvd.
Memphis TN 38116-3847
Rev. 2007

Bridge



for Youth

Information



for School Officials



School Bridge Lesson Series Program

The American Contract Bridge League and ACBL Educational Foundation introduce the game of bridge to students.



"Bridge offers the kind of mental acuity that is handy for everything you want to do with excellence. Bridge keeps your mind very, very active."

Bill Gates
Microsoft Founder & ACBL Member
Microsoft's Gaming Zone features a popular bridge-playing site

The World Bridge Federation is a Recognized Federation of the International Olympic Committee.



BRIDGE FOR YOUTH

The game of bridge can be learned early in life and provide a lifetime of challenge and camaraderie. It's fun and inexpensive entertainment that also hones skills ranging from mathematical probabilities to social perception.

The American Contract Bridge League brings the game to schools through a fully funded program that provides teachers, textbooks and more. Read on for how your school and your students can benefit from what is widely regarded as the world's greatest mind sport.

THE SCHOOL BRIDGE LESSON SERIES PROGRAM

Introducing bridge to your students is easy. You open the classroom — we bring the teacher, the lessons and the materials.

The School Bridge Lesson Series (SBLS) is a fully funded program co-sponsored by the ACBL and the ACBL Educational Foundation to introduce young people to the game. Founded in 1989, the program serves more than 5,000 students annually.

PROGRAM FEATURES

Teachers

The program features 16 beginning bridge lessons given by professionally trained bridge teachers. Many teachers also are certified school teachers. Teachers receive stipends from the ACBL for their work.

Teaching Manual

The SBLS Teacher Manual uses proven lesson plans created by world champion bridge player Kitty Cooper. The manual is available at www.acbl.org.

Free Textbooks and Cards

Students are provided with free textbooks by acclaimed Canadian educator Audrey Grant that complement the lesson plans. Special decks of cards also are available that correspond to the lesson plans.

Prizes

Lessons lead to a mini-tournament with a trophy for the winner and T-shirts for the participants.

Flexibility

The bridge lessons can be held during school time as part of a math or enrichment program, as an alternate to study hall or as an after-school program.

Membership

Participating SBLS students under 19 may join the ACBL for just \$5 per year. These Junior Members may participate in the ACBL Junior Camp and other junior activities throughout North America.

Scholarships

Some scholarships are available for Junior Members. See the BridgeisCool.com web site for details.

HOW SCHOOLS PARTICIPATE

Sponsor Teachers and Student Aides

A sponsoring teacher or student aide should be assigned to work with the bridge teacher to recruit students, help with supervision, set up a student bridge club and communicate with the school and parents.

Facilities

The teacher needs a room with tables for each group of four students. Desks can be converted into card tables if necessary. The teacher brings all supplies.

Incentives

Enthusiasm for the lessons will increase if the school agrees to offer additional bridge opportunities — a school bridge club, a game with another school or a field trip to a local bridge club or tournament.

American Contract Bridge League



Your Best Partner in Bridge

Follow our lead.

Bridge is more than a pastime. It's a passion. Players return to the table time and time again for the mental challenge, the competition and the company of others who share their love of the world's greatest card game.

Millions of people worldwide play at home and are fans of daily bridge columns seen in most newspapers. They advance to tournament or "duplicate" bridge to enjoy its social and competitive aspects.



The American Contract Bridge League, the largest bridge organization in the world, was founded for people just like you. In addition to governing bridge activities throughout North America, the ACBL helps its **160,000 members** pursue their passion, deepen their knowledge, hone their skills and enhance their enjoyment.

Whether you play in your own neighborhood, join the international community of online players or vie for tournament championships, your membership in the ACBL will bring immeasurable personal rewards as well as a chance to earn rewards you can measure: masterpoints. They allow you to track your success in competition and eventually earn the title of Life Master.



Founded in 1937, the ACBL is a not-for-profit organization staffed by **75** employees in the Horn Lake, Mississippi headquarters and **170** traveling tournament directors.

More than 12,000 people join the ACBL each year.
Why not follow suit? Join the ACBL. Follow our lead.

Learn new tricks.

Bridge is a game of skill, communication and infinite possibilities. Millions of people worldwide play at home and are fans of daily newspaper bridge columns. They advance to tournament or “duplicate” bridge to enjoy its social and competitive aspects. The game attracts players from all walks of life and all age groups. Bidding boxes and Braille cards make the game accessible to the hearing- and sight-impaired.

The basics of bridge are easily learned. The finer points? You will continue to learn with every hand you play. That’s what keeps you coming back to the table. And that’s why you’ll want the resources of the ACBL as you continue to improve.



EXERCISE YOUR MIND

Playing chess, bridge or a musical instrument significantly lowers the risk of developing Alzheimer’s disease or other forms of dementia, according to the most comprehensive study to examine the benefits of challenging intellectual activity among the elderly.

The Washington Post Based on a study released by the Albert Einstein College of Medicine, New York

Duplicate bridge puts a high value on deductive reasoning, analytical thought and the occasional use of psychology. It’s incredibly complex. It’s great relaxation. It’s very good for the mind. And it’s always challenging.

Tom Cone Greenfield IN, *Daily Reporter*

ACCREDITED TEACHERS

Our accredited teachers offer classes at community centers, local bridge clubs, colleges and libraries, on cruises and even online.



FIND A TEACHER in your area using our online directory at www.acbl.org.

LEARN TO PLAY BRIDGE SOFTWARE

Beginners and intermediate players love our interactive *Learn to Play Bridge* software.



DOWNLOAD IT FOR FREE at www.acbl.org.

BOOKS AND MORE

Order from among dozens of books and software titles authored by the best in bridge.



SHOP BRIDGE at www.acbl.org, or call Baron Barclay Bridge Supply at 800-274-2221.

BRIDGE FOR YOUTH

Improved memory and concentration and development of math, social and logic skills are just some of the benefits of bridge for youth. More than 4000 students are enrolled each year in the ACBL's School Bridge Lesson Series Program. We provide stipends for teachers, free textbooks and teacher manuals, a national school competition and more. Contact our Education Department at 662-253-3161 or education@acbl.org for more information.



You're ready for duplicate bridge!

Perhaps you already play bridge socially. Are you having trouble finding a fourth? Are you weary of shuffling? Don't you wonder if you could have made 6♥ on that hand? You're ready for duplicate, where you'll compete against others playing the exact same pre-dealt hands. It's a great way to improve your game and meet new people.

If you're a bit nervous about your first duplicate game, remember that duplicate players are just like you — they love bridge. To help you know what to expect, the ACBL has prepared an informative brochure:

Welcome to Your First Duplicate Game

Contact the Marketing Department at 662-253-3112 or marketing@acbl.org to request a copy.

Make your move.

If there's a community center around the corner, chances are you have found your local bridge club. On any given afternoon or evening, dozens of your neighbors come together for a few rounds of fun and fitnesses.

Courses are offered through community centers, colleges, cruises, bridge clubs and more. Look for your area at the "Find a Teacher" or "Find a Club" sites at www.acbl.org.



The ACBL supports **3200 bridge clubs** and **1100 tournaments** throughout North America. The largest tournaments, the North American Bridge Championships (NABCs), are held three times a year in popular vacation destinations from Orlando to Hawaii. NABCs bring together as many as **8000 players** from around the world with games for all levels, along with entertainment, lessons, lectures, a daily newspaper and, of course, masterpoints.

Altogether, the ACBL supports more than **3 million** tables in play annually at local clubs and tournaments and more than **300,000 tables online**. Many clubs feature lessons and games for newcomers.



Charles Schulz was an avid player and featured bridge in several *Peanuts* cartoon strips. Snoopy is the only Honorary Life Master.



CLUB AND TOURNAMENT INFORMATION for your area is easy to find. Our web site www.acbl.org features a **FIND A CLUB** directory and schedules of all national, sectional and regional tournaments.

Try this for an opener.

Your ACBL membership includes a subscription to *The Bridge Bulletin*. This popular monthly 80-page magazine is full of information for beginning, intermediate and advanced players, with plenty of quizzes and exercises that let you match wits with the experts. You'll enjoy regular columns from some of the brightest in bridge, along with book reviews, stories about players and clubs, news of tournaments and special events. Whether you are an active player or an avid student of the game, you'll look forward to seeing *The Bridge Bulletin* in your mailbox.



REGULAR FEATURES*

EDDIE KANTAR

Put your declarer play to the test.

AUGUST BOEHM

The Professor and the Student tackle knotty bridge problems.

IT'S YOUR CALL

See how the experts handle tough bidding situations.

MIKE FLADER AND JERRY HELMS

They answer your bridge questions.

FRANK STEWART

Nationally syndicated columnist helps you take more tricks.

PAMELA AND MATTHEW GRANOVETTER

Partnership Bridge entertains and teaches.

PAT HARRINGTON

Your game gets better with her Play and Learn lessons.

* subject to change

Advertising and Sponsorship

If you're looking for an audience of 160,000 people with high levels of income, education, maturity and mobility, you have found them at the ACBL. You may be interested in advertising in *The Bridge Bulletin* magazine or sponsoring a tournament event.

For more information about membership demographics and sponsorship opportunities, contact our Marketing Department at 662-253-3112 or marketing@acbl.org.



Bridge History

Bridge traces its origins to the British game of whist first played in the 16th Century. It may be named for the Galata Bridge in Istanbul, which was crossed by British soldiers in the Crimean War of the 19th Century to reach a coffeehouse to play cards. Contract bridge as we know it today began in the 1920s when Harold Vanderbilt came up with the early scoring system.

Partner with us.

Ready to join our 160,000 bridge enthusiasts? As a member of the ACBL, you'll start your journey toward becoming a Life Master. You'll discover new playing opportunities and meet new people. You'll keep your wits razor sharp. You'll support our education programs that help bridge flourish. Most of all, you'll have fun! All this for just \$26 a year for our new members. We've saved a place at the table for you, so join in and enjoy bridge to the fullest.

3 WAYS TO JOIN

1 Click

www.acbl.org

2 Call

800-264-2743

3 Send

membership application to the address listed below

ANNUAL DUES (U.S.)

New members: \$26

Renewing members: \$37

Junior members: \$15
(under the age of 26)

MEMBER BENEFITS INCLUDE

- *The Bridge Bulletin* magazine
12 issues annually full of columns for players at all levels, quizzes, personality profiles and more.
- Recognition for levels of masterpoint achievement
Updated daily on our password-protected masterpoint web site.
- Access to 3200 bridge clubs and 1100 tournaments in North America
- 10% discount on all items at Baron Barclay Bridge Supply

Bridge attracts players from all walks of life and welcomes all ages, from school children to members still active beyond their 100th birthdays.

AMERICAN CONTRACT BRIDGE LEAGUE

6575 Windchase Blvd., Horn Lake MS 38637-1523
662-253-3100



www.acbl.org



www.acbl.org