

Play Magnus Group (PMG) - Charity Cup Raises Over \$150K for Ukraine

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(Oslo, 31 March 2022) - The fast response and support from partners, players and the chess community in tandem with new charitable activities enabled Play Magnus Group to raise over \$150,000 for UNICEF during the Charity Cup, the second leg of the 2022 Meltwater Champions Chess Tour.

“With the world in shock due to the Russian invasion of Ukraine, we decided to shift the focus of the second leg of the Tour to support those in need and affected by the war. It gave additional meaning to collaborate with UNICEF on rapidly organizing a fundraiser during the tournament,” said Arne Horvei, Tour Director at Play Magnus Group.

The Meltwater Champions Chess Tour was founded by Play Magnus Group in 2020 and takes the form of nine tournaments throughout a full year of online chess. Magnus Carlsen has a central role in the Tour and leads the field of 26 players who have participated so far after the first two tournaments.

“We took several proactive steps, and our partners answered the call on short notice. Partners including Puma, FTX, Airthings, Julius Baer, and NEAR Foundation contributed their own donations to the fundraiser. During the broadcast, we also invited guests to try their luck playing against the ten-year-old version of Magnus Carlsen through the Play Magnus app. These guest participants donated in accordance with how many moves they managed to last against Magnus,” said Horvei.

Viewers also responded well to the fundraiser according to Horvei, with contributions coming in from more than 60 countries.

“During the broadcast we notably auctioned off a chessboard signed by Magnus Carlsen for \$8,600. Seeing high numbers is fun when it is for a good cause,” said Horvei.

The tournament ended on March 26th, however donations are still welcome via chess24.com/donate.

Disclosure regulation

This release is an announcement issued pursuant to legal information obligations and is subject of the disclosure requirements pursuant to the Market Abuse Regulation (MAR) Article 17 no. 1 and section 5-12 of the Norwegian Securities Trading Act, and was submitted for publication by Arkus Fredriksson, Chief Strategy Officer of Play Magnus Group.

Contacts

- Arne Horvei, Tour Director, Play Magnus Group, arne@playmagnus.com

About Play Magnus AS

Play Magnus Group is a global leader in the chess industry focused on providing premier digital experiences for millions of chess players and students. The company offers elearning and entertainment services via its market leading brands: chess24, Chessable, iChess, New In Chess, Everyman Chess, Silver Knights, CoChess, Aimchess, the Play Magnus App Suite, and the Meltwater Champions Chess Tour. The Group's mission is to grow chess to make the world a smarter place by encouraging more people to play, watch, study, and earn a living from chess.

Play Magnus Group is listed on Euronext Growth Oslo under the ticker PMG. For more information visit pmg.me.

Attachments

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