Promotion of Bridge

By Simon Fellus
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• Bridge bridges ages
• Bridge is a true sport
Bridge, together with music, is the only universal language.
Bridge for everybody

• Bridge must have short, medium and long term strategy:
  – Bridge is educational for the young people, who can learn to reason and measure themselves, playing peacefully against each other.
  – Bridge is a convivial activity appreciated by adults and helps them to forget job worry.
  – Bridge is an intellectual exercise which helps the less young in keeping their minds alert and dynamic.
Promotion and Development

• For each category we have to adapt our strategy of communication and development.
• There is no longer any reason to keep a low profile.
• The development policy must cover the whole concept in order to achieve success.
• The difficulty may not be to bring newcomers to the game, but to keep them.
Promotion and Development

Bridge at school

• **The Absolute Necessity**
  – to get at least in the future the same (if not better) percentage of the bridge population.

• **The only way**
  – to get the young interested in bridge opposed to video games or other leisures and sports.
2011 – Bridge at school in China
Promotion and Development

- Change the image of bridge (game for old and rich people).
- Bridge can bring intellectual, moral and human education.
- Collaboration with the National Education bodies is essential.
- Make bridge known to everyone (Parents).
- Learning and playing on internet could be the solution for students before they participate in the club’s life (at special hours and places)
- Process by steps.
- Build a school program and organise seminars to teach the teachers (how to introduce and teach bridge in school; how use the mini bridge method)
Promotion and Development

- Bridge can intervene in the areas of:
  - Structuring the mind
  - Techniques (mental arithmatic, probabilities...)
  - Behaviour

- The clubs must play a role:
  - Bring the expertise of their teachers to the colleges.
  - Offer a structure of hospitality.
  - Ensure the follow-up.
  - Encourage a mix of generations.
  - Organize tournaments, training courses.
  - Etc....
Promotion and Development

1) Evaluation
2) Limited experiments
3) Persuasion
4) Training Teachers/Trainers
5) Finding and training initiators
6) Contacting schools
7) Local and Regional intermediaries
8) Political support and sponsoring (at least indemnity)
9) Improving teaching skills and materials
10) Evaluation of the results and statistics against successes, problems and positive results
11) What will the future hold?
Promotion and Development

Bridge for working population

- Get back home players.
- Use their own habits.
- Change the hours of the beginning and the end of tournaments.
- Shorter tournaments 16 boards in 3 hours.
- Change the spirit of clubs with self-financing professional organizers.
- Bridge improves your work strategy.
- Bridge is a great hobby to prepare your retirement.
Club Manager

• The manager is thus the person who will assure the transition from school to competition, over a period of one or two years.
• The manager can be paid by the players (no cost for the clubs or the federations).
• The manager would work in one or more clubs at different times.
• Young people without work or retirees could find here a satisfying, intelligent and even lucrative occupation.
Functions of the Club Manager

- A warm welcome
- A sympathetic and informal atmosphere.
- A more suitable tempo of play (3 hours for 16 boards).
- A pedagogical ruling arbitration
- Help the players overcome their bidding difficulties, and the play of the cards.
- To comment on given hands previously prepared. (with the help of the federation).
Bridge bridges ages

• Young and old match well in bridge

Bridge is also a terrific sport for students
Practicing bridge ensures a longer life of conviviality
Practicing bridge is an excellent protection against illnesses such as Alzheimer and Parkinson
Bridge bridges ages

- What encourages retirees to come to play in a club?
- Give great importance to the reception in the clubs.
- Offer a comfortable environment to attract retirees into the club.
- See to it that the members of the club are affiliated by organizing monthly and annual challenges reserved for the members.
- Give lessons adapted to maintain the intellectual curiosity.
Bridge is a true sport

• Physical activity is a fundamental necessity for a human being

• Mental activity is an indispensable complement

• Bridge is an excellent gymnastic of the mind for men and women of all ages, all races and all religions

• Bridge is played in 130 countries on all 5 continents
Bridge is a true sport

• Bridge contributes to education

• Bridge contributes to health

• Bridge is a social as well as a competitive game

• Bridge has no barriers

• Bridge is sport, hobby and culture
Bridge comprises all the elements that characterise a sport: fair-play, discipline, rules, ethics, application, training, competition, performance.

Bridge has been defined “the sport of the mind”, but is not only a sport for the brain: it requires particular concentration, fighting spirit, quick reflexes and stamina; qualities only achieved through physical fitness.
Bridge is a true sport

Bridge is social and competitive

• Bridge teaches spirit, dialogue, communication, aggregation, friendship and solidarity
• Bridge is played on the internet from New York to Beijing with partner or opponents in Rome or London
• Bridge can be played as a competitive game as well as a for mere recreation
• Young and old match well in bridge
Bridge is a true sport

Participation without barriers

• No barriers in bridge

• People with physical disabilities and even blind can compete all together with other competitors

• No differences and equal amount of chances
Bridge is a true sport

- *Bridge* can be played at any level, any age, any time anywhere
- In *Bridge* there are neither barriers nor discrimination.
- *Bridge* is not only a fair game, but also an ethic one.
- *Bridge* is not only a way of thinking but also a way of being
- *Bridge* is hobby, sport and culture
- “*Bridge for Peace*” is the motto of bridge players all over the world
- *Bridge*, bridges ages and is a sport for a lifetime!
Thanks for your attention