

FC ST. PAULI SCHACH | WEISSENHAUS CHESS ACADEMY – PRESS RELEASE

WEISSENHAUS Chess Academy supports FC St. Pauli on its way in the 1st German Chess Bundesliga. Magnus Carlsen will play for FC St. Pauli in the 2024/25 season.

Hamburg/ Weissenhaus, May 17, 2024 – The WEISSENHAUS Chess Academy, founded by entrepreneur and patron Jan Henric Buettner, and the FC St. Pauli chess division are entering into a long-term partnership. This includes sponsorship by WEISSENHAUS, coupled with a presentation of the WEISSENHAUS Chess Academy brand and content in the FC St. Pauli chess division's media channels, as well as other forms of cooperation. In this context, **Magnus Carlsen**, the best chess player in the world, will play for FC St. Pauli in the upcoming Bundesliga season.

"FC St. Pauli has achieved amazing things with its double promotion in soccer and chess. FC St. Pauli is an ideal partner for us as we continue to promote top chess in Germany and make it more visible. I am most delighted that Magnus has decided to play for FC St. Pauli on our initiative," emphasizes WEISSENHAUS Chess Academy founder, entrepreneur and patron **Jan Henric Buettner**.

Both partners are planning significant activities together. WEISSENHAUS will be present as a partner in all media channels of FC St. Pauli, e.g. with content in live streams during the broadcast of Bundesliga chess in the strongest chess league in the world, live tickers, online communication as well as cross-media communication in other FC St. Pauli channels. The collaboration is a long-term initiative and will also include joint communication measures with Magnus Carlsen.

"I am pleased to be part of the coolest brand in Germany", says **Magnus Carlsen**.

"We are very pleased about this cooperation. As an entrepreneur and St. Pauli fan, Jan Henric Buettner has taken a remarkable path in promoting international and German chess. We are delighted to follow this path and are already looking forward to the jointly organized home games in our stadium. And we are all thrilled to having Magnus here at the Millerntor. We want to establish ourselves "at the top" in the long term and WEISSENHAUS is an ideal partner for this," says **Thomas Schüttler**, Head of department, FC St. Pauli Schach.



More information:

<https://fcstpauli-schach.de/>

<https://www.wh-chess-academy.com/>

Press Contacts

FC St. Pauli Chess

Oliver von Wersch

Cell: +49 151 54775732

E-Mail: ovwersch@gmail.com

WEISSENHAUS Chess Academy

Till Behrend, Hock und Partner

Cell: +49 151 42317721

E-Mail: t.behrend@hock-partner.de