Sports company Puma announced on Monday a long-term partnership with Norwegian chess grandmaster Magnus Carlsen and with the Meltwater Champions Chess Tour.

As part of the partnership, Puma aims to connect the world of chess with the world of sport performance via
Puma aims to connect the world of chess with the world of sport performance via engaging content and activations for chess fans around the world. In particular, the company will support the Meltwater Champions Chess Tour, while further details about Puma’s partnership with Carlsen are expected to be announced.

Carlsen is a five-time World Chess Champion and became the highest-rated player in history in 2014. He is well-known for becoming the youngest grandmaster at the time when he won his first World Chess Championship in 2013, at just 13 years of age.

He also founded the Play Magnus Group, which manages the Meltwater Champions Chess Tour. The tour is the most popular circuit in the chess calendar and reaches millions of fans worldwide.

“We often think of sports as being physical, but you also need mental strength,” said Puma CEO Bjørn Gulden. “Few people embody that spirit like Magnus, who is widely regarded as the best chess player of all time. We are proud that he has become a part of the Puma Family.”

Carlsen added: “Being part of a great company such as Puma and joining so many people that I personally admire, is special to me. As a chess player, I am a huge fan of sports and that makes this partnership even better.”

By Jennifer Braun