

Devine + Powers, a public relations firm headquartered in Philadelphia, has been retained by *The Philadelphia Inquirer* to manage a public relations campaign for its second annual Philadelphia Inquirer Sudoku National Championship to be held this October. Devine + Powers spearheaded publicity efforts for year-one of the event, which was hosted by world-renowned puzzle master and *New York Times* Crossword Puzzle Editor Will Shortz. The championship attracted 1,200 people from across the country, making it the largest live puzzle championship of any kind in the world.

Media coverage surrounding year-one of the event was extremely strong; having generated 206 articles and broadcast stories both nationally and internationally. Devine + Powers has been brought on board for the second consecutive year to lead promotional efforts for this year's championship. The PR campaign will include several components including a media tour with Will Shortz, holding mini sudoku tournaments throughout the region, and a media push around this year's Honorary Guest Maki Kaji, President of Japanese puzzle giant Nikoli Inc. and the person who gave the game Sudoku its name.

