Hudson, who is a former Alabama state trooper, founded Be Someone in 2001. Orrin "Checkmate" Hudson, a motivational speaker, community activist, and Creative Director of Be Someone, Inc. inspires black youth to make better decisions in life by teaching them the game of chess. His efforts are documented on a professionally filmed video, and that video is going viral on YouTube with nearly 30,000 views already.

Hudson has been featured on CBS Early Morning Show, Good Morning America and CNN, and in USA Today and People Magazine, just to name a few. Hudson runs a nationally recognized non-profit organization in Atlanta, Georgia called the Be Someone, Inc. In the video, Hudson reveals his awe-inspiring master plan to reach 1 million youngsters.

Be Someone uses numerous tools, including the game of chess, to promote self-esteem, responsibility, and analytical thinking among at-risk kids. The mission is to build character, hope, and inspiration so that kids can set and achieve lifetime goals, realize their full potential, and be someone.

Hudson comments, "This is less about chess and more about building character. Love, Honesty, Respect, Responsibility, Patience are 5 character traits that are essential to success. If we have the brightest children in the world and they don't have character, the schools have failed them and this nation has failed them. Really, Be Someone is priceless. After all it is the moral development of the whole child that will determine their success in life."

Hudson, who is a former Alabama state trooper, founded Be Someone in 2001. Since then, he's also authored a book entitled "Making Every Move Count," which refers to the belief that success in chess and success in life require the same fundamentals, including concentration, self-esteem, problem-solving skills, and discipline.

To watch the awe-inspiring YouTube video, visit: www.youtube.com/watch?v=NLFENGymr34