



FOR IMMEDIATE RELEASE

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2014 STEEL CITY CODEFEST JUDGES ANNOUNCED

***Reminder: Codefest registration begins January 15
Team members are encouraged to register at the same time to ensure participation***

(PITTSBURGH) Jan. 13 The Urban Redevelopment Authority of Pittsburgh (URA) announced today the judging panel for the 2014 Steel City Codefest:

- Jack Mason, director of entrepreneurial studies, Duquesne University;
- John Mahood, owner and creative director, Imagebox;
- Kate Dewey, president, The Forbes Funds;
- Peter Meulbroek, CTO, WebKite;
- Brandon West, manager of creative development, American Eagle Outfitters;
- Wayne Jones, senior officer, The Heinz Endowments;
- Rob Keene, IT director, University Center for Social and Urban Research (UCSUR); and
- Golan Levin, associate professor of electronic art, Carnegie Mellon University.

For more information on the judges, click <http://www.steelcitycodefest.org/judges>.

On Dec. 18, 2013 the URA announced that the second annual Steel City Codefest would take place beginning at 8:30 a.m. on Sat., Feb. 22 and run through 2 p.m. on Sun, Feb. 23 at the American Eagle Corporate offices, located at 77 Hot Metal Street, SouthSide Works.

Steel City Codefest is a civic software application (app) development competition designed to grow the City's innovation and technology community through the creation of technology infrastructure. The citywide, 24-hour Civic Hackathon brings together coders, designers and community members to create technology that benefits nonprofits and government agencies around the region.

Registration begins January 15, 2013 on the Codefest website, www.steelcitycodefest.org. Participant registration is \$10, which includes food and a T-shirt. Due to space constraints, participation is limited to the first 130 people who register. Last year's inaugural competition was a huge success, selling out in less than three days.

This year, participants are asked to form teams before buying tickets. Teams are highly encouraged to purchase tickets at the same time to ensure that all members are able to participate. Individuals who would like to participate but do not have a team can post their skills and find teammates via a Google Doc, found at <http://goo.gl/YmFEPW>. Teams may include 3 - 6 members, and each member must purchase a ticket. Participants will be able to stay overnight in the American Eagle offices to work on their apps.

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This year's event will emphasize community impact, and participants will be presented with specific challenges sourced from local non-profits. While participants will have the option to come up with their own ideas, teams are highly encouraged to tackle the suggested challenges as they identify a critical need for a community or organization. Codefest participants will be provided with available relevant data, and apps will be judged based on their potential for near-term civic impact.

"One of the intents of Codefest is to initiate the creation of apps that can be completed and used," said Tom Link, director, URA's Center for Innovation and Entrepreneurship. "To this end, with the help of The Forbes Funds and BNY Mellon Foundation, we have put together a grant pool, which will allow us to support many of the apps to completion."

For more information, or to register, log onto www.steelcitycodefest.org; the Dec. 18, 2013 press release can be found at http://apps.pittsburghpa.gov/ura-files/Codefest_press_release_12-18-13.pdf.

Codefest was created through a partnership between the URA, the City and Google Pittsburgh. Google continues to be an integral partner in the development and execution of the event.

Steel City Codefest is coordinated by Jennifer Wilhelm, the URA's innovation and entrepreneurship strategist. Planning partners include the URA, The Forbes Funds, BNY Mellon, American Eagle Outfitters, PowerUp Pittsburgh, City of Pittsburgh, Bakery Square, University of Pittsburgh Center for Social and Urban Research (UCSUR), MAYA Design, and Pittsburgh DataWorks. Key allies and sponsors include The Forbes Funds, BNY Mellon Foundation, Google, Branding Brand, Niche, Highmark, Carnegie Mellon University, University of Pittsburgh, Alphalab, Dollar Bank, and SDLC Partners.

The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the City's tax base and improving the vitality of businesses and neighborhoods. The URA achieves this mission by assembling, preparing and conveying sites for major mixed-use developments; and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements.

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