



Press Release

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Calling All Mobile Developers: Submit Your Applications Now for the AppMyCity! Competition

- **The AppMyCity! competition is seeking submissions for the world's best apps that improve life in cities**
- **AppMyCity! is organized by the New Cities Foundation, in partnership with Guardian Cities, and offers a US\$5,000 cash prize for the winning app**
- **Developers have until April 18 to submit new apps that have been created since January 1, 2013 at www.AppMyCity.org**
- **Three finalists will be invited to present their apps at the New Cities Summit in Dallas, June 17-19, 2014**

PARIS, France and DALLAS, Texas, March 11, 2014 – The New Cities Foundation announced that applications are now open for AppMyCity!, the annual competition for the world's best urban mobile application. Mobile app developers from all over the world can submit their apps at www.appmycity.org.

AppMyCity! promotes and rewards mobile apps that improve the urban experience, connect people, and make cities more fun, fair, vibrant and sustainable places. The winner will be selected and announced at the **New Cities Summit in Dallas** on **June 17 – 19, 2014**, and will receive a prize of **US\$5,000**.

The New Cities Foundation is teaming up with Guardian Cities to launch this year's contest.

Everyone, not just developers, is invited to join the conversation and suggest their favorite urban-related mobile apps via Twitter ([@newcitiesfound](#); [@guardiancities](#)) using the hash tag **#appmycity**.

AppMyCity! Timeline

Developers have until **April 18** to submit their urban mobile apps, which must have been publicly launched between January 1, 2013 and May 1, 2014. The apps must have a clear focus on cities in categories such as mobility, sustainability, equity, citizenship, retail, art and entertainment, health, water, or other city-related topics.

The New Cities Foundation will announce the list of ten semi-finalists on **May 6**. Guardian Cities will feature some of the entrants and all semi-finalists on theguardian.com/cities and invite the public to test out the apps and share their reactions.

An expert judging panel will assess the semi-finalists and choose the three most outstanding apps, which will be announced on **May 21**. The three finalists will be invited to the New Cities Summit in Dallas on **June 17-19** where they will each have five minutes to present their app to the 800 thought-leaders present at the Summit. Following the presentations, the audience will cast a live vote to select the winning app. The winner will be announced during the Summit, and will walk away with the US\$5,000 cash prize, to be used in further developing the app.

Mathieu Lefevre, Executive Director of the New Cities Foundation, said: *“Mobile applications are transforming the way we live in cities, allowing us to communicate with each other and our surroundings in new, exciting ways. That’s why we host AppMyCity! each year – to recognize and promote the very best apps that are having a positive impact on our urban lives. Following an amazing line-up of applications last year from across five continents, we look forward to discovering a new selection of apps this year and sharing them with a global audience. The New Cities Summit in the Dallas Arts District will be a fantastic platform for showcasing the three finalists this June, and helping their apps take off.”*

Bruno Aracaty, co-founder of Colab, winner of the 2013 AppMyCity! contest in São Paulo, said: *“Winning AppMyCity! was a tipping point for us and completely changed our lives. After the contest we had several meetings with the most important city managers in Brazil and we were invited to speak at numerous conferences. We had a surge in the number of new users and we managed to raise venture capital to further develop our app. After the Prize, our ‘project’ became a ‘company’.”*

Applications and more information can be found at www.appmycity.org.

Tomorrow, Wednesday March 12, the New Cities Foundation will host a technology-themed **Tweet chat** as part of its monthly New Cities Summit Tweet chat series. The Tweet chat takes place from 4pm – 5pm GMT/ 12pm – 1pm EDT / 11am – 12pm CDT. Twitter users interested

in the transformative power of technology and mobile apps in cities are invited to join in using the hash tag **#ncs2014**.

The AppMyCity! judging panel will be announced soon.

Ends

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About AppMyCity!

AppMyCity Timeline - 2014

- April 18: Submission Deadline
- May 6: Semi-finalists announced
- May 21: 3 Finalists announced
- June 17/18: Winner chosen at the New Cities Summit in Dallas, Texas

AppMyCity! is organized by the New Cities Foundation.

Media Partner:

guardiancities

AppMyCity! Rules

AppMyCity! applicants should ensure that their apps meet the following criteria:

1. Be Urban!

The app must have a clear focus on cities in categories such as mobility, sustainability, equity, citizenship, retail, art and entertainment, health, water, or other city-related topics.

2. Be New!

The app must have been launched after January 1st 2013. Updated versions of apps launched prior to this date can apply, but will have to be pre-approved by the New Cities Foundation. Apps in final stages of development may apply as long as final release on a major platform occurs prior to May 1, 2014.

3. Be Mobile!

The app must be downloadable on iOS, Android, or Windows Phone. Web-based mobile apps are also eligible.

The app itself can be in any language. Applications must be submitted online, and can be written in any language.

When applying, app developers are invited to opt in to having their app covered on the Guardian Cities website.



www.appmycity.org



Twitter: [#AppMyCity](https://twitter.com/AppMyCity)

About the New Cities Summit

Organized by the New Cities Foundation, the New Cities Summit is the premier global leadership event on the future of cities. Fostering positive urban change, the high level gathering advocates cross-sector collaboration through network building, cutting-edge forums and lively discussion. The Summit showcases and disseminates the best ideas on the future of cities and generates concrete, scalable solutions capable of being adopted and replicated across the world. Following the inaugural Summit in Paris in 2012, last year's event was hosted in São Paulo. The New Cities Summit 2014 will be hosted in Dallas, Texas, USA, from June 17 - 19.



www.newcitiessummit2014.org



[@newcitiesfound](https://twitter.com/newcitiesfound) [#ncs2014](https://twitter.com/newcitiesfound)

About the New Cities Foundation

The New Cities Foundation is a leading global non-profit organization, with a vision to build more inclusive, dynamic and creative cities benefiting people and society. Its mission is to incubate, promote and scale urban innovations through collaborative partnerships between government, business, academia and civil society.

The New Cities Foundation hosts a number of leadership events on the most pressing urban issues, including its flagship event, the New Cities Summit, which takes place this year in Dallas, Texas, on June 17 – 19, 2014 (www.newcitiessummit2014.org). The Foundation also hosts smaller leadership events worldwide, such as Cityquest - KAEC Forum, a high level event focusing on the conception and building of new cities around the world (www.cityquest.net)

The Foundation's applied research wing, the Urban (co)LAB, manages a number of projects including Task Forces, thought leadership activities and competitions. The Urban (co)LAB recently completed two Task Forces on Urban E-health in Rio de Janeiro and on Connected Commuting in San Jose, California. The Urban (co)LAB also manages the annual AppMyCity! Prize for the world's best urban mobile app, and seeks out the most talented urban innovators for the WhatWorks series of talks hosted at the New Cities Summit.

An independent, non-profit organization, the New Cities Foundation was created in 2010 and is financed by its members and partners. Overall, its members include some of the most forward-thinking companies, universities, cities and city organizations from around the world. The New Cities Foundation's Founding Members are Cisco and Ericsson. The Foundation is based in Geneva and its head office is in Paris.

For more information about the New Cities Foundation, please visit:



www.newcitiesfoundation.org



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