



Press release

Embargo: 5.30pm CST, June 18, 2014

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Peerby wins international AppMyCity! contest for best new urban app at New Cities Summit in Dallas

- **Peerby app from Amsterdam selected as winner by New Cities Summit audience of urban leaders and thinkers from across the world**
- **The two runners up are Djump from Brussels/Paris and SocialCyclist from New York**
- **Peerby is a web platform and app that enables people to borrow the things they need from their neighbors**

Dallas – June 18, 2014. Urban leaders and thinkers from across the world selected the Dutch mobile application Peerby as winner of the 5,000 USD AppMyCity! contest for the world's best new urban app. The vote was cast at the New Cities Summit today, following presentations by a total of three international app developers who were flown to Dallas for the final round of the contest.

Peerby enables people to borrow the things they need from their neighbors in under 30 minutes. Users post something they want to borrow, and neighbors will get a push notification to which they can respond in a single touch.

Amsterdam-based Daan Weddepohl, the app's CEO and Founder, accepted the prize on behalf of the Peerby team, competing against two other mobile app developers that made it to the final round of the international contest.

Daan Weddepohl, CEO & Founder, Peerby, said: *"We are absolutely thrilled to win this prize. The AppMyCity! competition is about making cities more fun, fair, vibrant and sustainable. That is exactly what we are trying to do with Peerby."*

John Rossant, Founder and Chairman of the New Cities Foundation and AppMyCity! judge, said:
“Peerby is a perfect example of how apps can re-imagine urban living. Encouraging neighbors to share, this great app allows us to rethink current consumption patterns and imagine a city where all goods are used more efficiently and to everyone's benefit. The New Cities Foundation is proud to celebrate Peerby's current contributions to cities and hopes to encourage its potential for further innovation. Congratulations Peerby.”

The two runners up were:

Djump (Brussels/Paris), a peer-to-peer ride-sharing service that allows drivers to register, users to request a ride, and drivers to answer the call. Users can track drivers in real time, and can choose to give a voluntary donation at the end of the ride.

Social Cyclist (New York), an app that encourages bike riders to map their preferred routes, report hazardous road conditions, and vote on their preferred site locations for future cycling infrastructure. This aggregate data can then be used by cities to plan future infrastructure.

Submission and Judging Process

In total, the New Cities Foundation received 93 eligible candidates representing over 150 cities in 26 countries for the 2014 AppMyCity! contest. An international panel of expert judges voted on the ability of these apps to create widespread impact through their innovative concepts and helpful user interface. The semi-finalists were announced on May 6 and the three finalists on May 21.

To find out more visit www.appmycity.org and www.newcityessummit2014.org

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About AppMyCity!

AppMyCity! is a competition organized by the New Cities Foundation that promotes and rewards mobile apps that improve the urban experience, connect people, and make cities more fun, fair, vibrant and sustainable places.

AppMyCity! 2014 Judging panel

The judging panel comprises the following 9 leading experts from the private, non-profit, cultural and media fields:

- **Naomi Alderman**, novelist, broadcaster and games designer
- **Arun Bhikshesvaran**, Chief Marketing Officer, Ericsson
- **Esther Dyson**, Chairman, EDventure Holdings
- **John Egan**, CEO, Sandbox
- **Di-Ann Eisnor**, VP Platform and Partnership, Waze
- **Jemima Kiss**, Head of Technology, the Guardian
- **Anil Menon**, President Globalization and Smart+Connected Communities, Cisco
- **Christian Noske**, Senior Associate, BMW i Ventures
- **John Rossant**, Founder and Chairman, New Cities Foundation

AppMyCity! is organized by the New Cities Foundation

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www.appmycity.org



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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



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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 AppMyCity! contest for the world's best new 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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