

News from: **Office of the City Administrator**

## **FOR IMMEDIATE RELEASE**

July 16, 2012

### **City of Oakland Supports Upcoming Code for Oakland Civic Hackathon on July 21**

*Code for Oakland raises \$10,000 for 2nd annual civic hackathon; Ask.com joins as presenting sponsor*



City of  
**OAKLAND**  
California

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Oakland, CA — Local tech entrepreneurs, community activists and the broader Bay area tech community have joined together to organize the 2nd annual Code for Oakland, a unique, one-day hackathon that brings volunteer programmers, coders and community members together to build web and mobile apps and tools to improve life in Oakland. This year, Oakland-based Ask.com joins as the presenting sponsor, with Code for America, The SWIG company, Pandora and the City of Oakland offering significant support.

“We're thrilled to be able to support Code for Oakland,” said Lisa Kavanaugh, Chief Product and Technology Officer for Ask.com. “This event is the perfect way to unleash local tech talent and foster real positive change in our city. As a growing tech hub, Oakland boasts some of the best and the brightest, and we're excited to see what the participants come up with.”

“It's terrific to see the great outpouring of support from local businesses and civic organizations around the city for Code for Oakland,” said Susan Mernit from Oakland Local, one of the committee lead organizers. “Oakland's a terrific place to incubate tech companies, and the City is moving to embrace Open Data, so it's a great fit.”

Code for Oakland will offer programmers a chance to win \$5,000 in prizes for the apps and tools they build. The event will offer a full day of presentations, workshops and learning sessions, as well as a hackathon where teams will compete to build prototypes within a one-day time frame, using APIs and other files from an extensive local data catalog.

“If you're technical, this is the perfect chance to use your skills in a group of like-minded people and build something useful to your city,” said Steve Spiker of Urban Strategies Council, lead organizer of the hackathon track.

The focus of this year's Code for Oakland is building apps, utilizing public data and building tools to support economic development in Oakland, improve civic engagement, improve digital education and literacy in our residents and provide tools to attract and sustain local business in the town.

Over \$5,000 in prizes will be awarded, including two \$1,000 awards for the top teams, one of which comes with a special support package from Socrata. Sponsors for the event are still being accepted; the current list includes Ask.com, Code for America, The Mitch and Frieda Kapor Foundation, Neighborland, Oakland Local, Oakland Tribune/Bay Area News Group, Lake Merritt/Uptown District Association, Open Shift/Red Hat, Pandora, Socrata, 2.Oakland, City of Oakland, The Swig Company, Tumis Design and Urban Strategies Council.

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“Another amazing aspect of Code for Oakland is the all-volunteer organizing committee,” said Paul Richardson, a local engineer and one of the leaders of the community outreach listening sessions. “We’ve got more than 15 people who’ve been meeting for weeks to plan this, and we’ll have more volunteering day of.”

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Sign up for Code for Oakland at <http://codeforoakland2012.eventbrite.com/>

If you'd like to sponsor and support the event, contact [susan@oaklandlocal.com](mailto:susan@oaklandlocal.com). To volunteer, sign up at [codeforoakland.org](http://codeforoakland.org).

**Come win prize money for your ideas!**

What will happen at the event?

This will be a day of talking, brainstorming, planning and hacking. We will:

- Show and share the great apps built last year, and to discuss how we can sustain and scale their use in our city
- Build connections between potential collaborators who want to build useful apps for local people and need to fill out their team/skills
- Encourage the exchange of experiences, expertise and ideas between those involved in leading open government data initiatives around the East Bay and nearby
- Build & Hack new apps, tools and solutions driven by real needs and problems in our city
- Celebrate when the event concludes with a happy hour at a nearby watering hole to network, share and relax.

**When:** Saturday, June 21, 2012

**Where:** Kaiser Center, Theater Lobby, 300 Lakeside Drive, Oakland, CA 94612

**Time:** 9am to 5pm

**Hashtag:** [#codeforoakland](https://twitter.com/codeforoakland)

For more information on Code for Oakland 2012, visit <http://codeforoakland.org/>.

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