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### **Public Invited to Participate in Alameda County Apps Challenge 2012**

*Public challenged to build web and mobile applications that benefit the community*

Alameda County is inviting residents - the civic-minded, technologically savvy and everyone in between - to participate in **Alameda County Apps Challenge 2012**, a day-long event in Castro Valley on Saturday, December 8, that will be a hotbed of innovation and a golden opportunity for anyone interested in finding creative ways to improve their community.

Providing another example of its leadership in the burgeoning Open Data movement, Alameda County is hosting the event to challenge residents to harness the power of technology and transparent government to create web and mobile applications that benefit the community. Alameda County Apps Challenge 2012 will be held **8:30 a.m. to 6 p.m. on Saturday December 8, 2012, at the Castro Valley Library, 3600 Norbridge Avenue, Castro Valley**, just two blocks from BART.

A total of \$5,000 in prize money is being offered for the most creative and practical application or concepts created at the Apps Challenge. Event organizers emphasize that anyone with a good idea can win; the event is not limited to those who can write code. Possible objectives of an Apps Challenge entry could be to improve civic engagement, and promote digital education and literacy.

Alameda County Apps Challenge 2012 is an offshoot of the Alameda County Data Sharing Initiative, in which a robust online data portal has been set up at <http://data.acgov.org> to provide the public with easy-to-access links to public information about County government. Available information includes complete records of 2012 crime reports taken by the Alameda County Sheriff's Office, data about restaurant inspections and information about local parks and transit districts, and much more. Residents already have submitted several interesting app ideas to leverage Alameda County's commitment to Open Data, including, "an app that lists all companies that do business in Alameda County and their job openings," and "an app that shows tourists what to do."

The cost to participate in the Alameda County Apps Challenge is \$15 for general admission and \$10 for students and seniors. Government employees can participate for free. To register go to: <http://code.acgov.org>.

**For more** about the Alameda County Apps Challenge 2012, go to <http://code.acgov.org>. For information about the Alameda County Data Sharing Initiative, go to <http://data.acgov.org>.