



Office of the Mayor

Hon. Stephanie A. Miner, Mayor

FOR IMMEDIATE RELEASE

DATE: February 20, 2013

CONTACT: Alexander Marion

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MAYOR MINER ANNOUNCES HOW TO VOTE FOR SYRACUSE IN BLOOMBERG PHILANTHROPIES' MAYORS CHALLENGE HUFFINGTON POST FAN FAVORITE COMPETITION

*Syracuse Innovation, World Market Square, Would Be Center
for Economic and Civic Empowerment*

*Miner: Our Remarkable Concept is Designed to Provide
Refugees, Immigrants New Pathways*

SYRACUSE, N.Y. – Mayor Stephanie Miner is pleased to announce the community can begin to vote today in the Bloomberg Philanthropies' Mayors Challenge Huffington Post online Fan Favorite competition.

“This is an exciting opportunity for our city and our idea to be featured on a prominent national website like Huffington Post,” said Mayor Miner. “Our remarkable concept, the World Market Square, is designed to provide refugees, immigrants, and people throughout our community new pathways to economic and civic empowerment while simultaneously creating a platform to transform our neighborhoods.”

To vote, visit the website www.huffingtonpost.com/mayors-challenge. People can vote starting today, February 20, 2013. Voting runs through March 6, 2013. The Fan Favorite winner will be announced at the same time as the five Mayors Challenge winners. The Fan Favorite winner will receive a \$50,000 Services Grant to support implementation as well as featured coverage on Huffington Post, including a monthly column by the winning Mayor.

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The World Market Square concept would be a hub of activity and a unique cultural experience. The Square will feature (1) a marketplace, showcasing local goods with a global influence, and employing and empowering neighborhood residents; (2) plaza for community gatherings, celebrations and recreation; and (3) a resource center that offers and unites innovative business development programs, workforce training, and other services that help residents transition from just surviving to thriving.

About the Mayors Challenge

Mayors of U.S. cities with 30,000 residents or more were eligible to compete in the Mayors Challenge. 305 cities representing 45 states across the country submitted applications by September 14, 2012. The Mayors Challenge is the latest initiative of Bloomberg Philanthropies' Mayors Project, which aims to spread proven and promising ideas among cities. Other Mayors Project investments include Cities of Service, Innovation Delivery Teams, and Financial Empowerment Centers.

The 20 finalist ideas were rated on four key criteria: vision/creativity, ability to implement, potential for impact, and potential for replication. A specially-assembled selection committee, co-chaired by Shona Brown, Senior Vice President and head of Google.org, and Ron Daniel, Bloomberg Philanthropies board member and Former Managing Partner at McKinsey & Company where he is still active, helped select the finalist cities.

A team from Syracuse attended Bloomberg Ideas Camp, a two-day gathering in New York City in November during which city teams worked collaboratively with each other and experts to further refine their ideas. Coming out of Camp, the Syracuse team had access to additional technical support to prepare their ideas for final submission. Winners will be announced in spring 2013, with a total of \$9 million going to five cities to jumpstart implementation of their ideas.

To learn more about the Mayors Challenge, visit bloomberg.org/mayorschallenge.

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