

PRESS RELEASE

€11,000 in Prizes to be won in Apps4Fingal Competition

Apps4Fingal is competition to build mobile or online Apps using Fingal data. The competition was launched on 9th November in Fingal County Hall, Swords by the Mayor of Fingal, Cllr. Gerry McGuire. Entrants can win prizes by developing Apps for the Internet or smartphones which make use of data that has been made available by Fingal County Council.

Speaking at the launch of the Apps4Fingal Cllr. McGuire said “the citizens of this county need smart apps to help them to understand everything that is available in this county, and to be given the information they need to make better choices”

Competitions like this around the world have resulted in great Apps that help citizens find services and information. Apps have also been created to help the business community develop their services.

According to Oisín Geoghegan, CEO, Fingal County Enterprise Board who are one of the sponsors of the competition “By marrying the expertise and innovation of App developers with the information of Local Authorities, we have a potent and powerful force that can make life easier for our communities and strengthen our businesses in practical ways”.

Apps4Fingal has a prize fund of **€11,000**. There is a **€2,500** prize for each of the categories – tourism, enterprise and community. There is also an overall prize of **€2,500** and a student prize to the value of **€500**.

There is also an Ideas prize of **€500** available to all – no technical ability required. Just think of a good idea for an App that you think should be created, describe what it would do, and you could be in with a chance of winning this prize.

An Apps4Fingal event will take place in Fingal Civic Offices, Blanchardstown on **3rd December 2011**. This Developer Day event will provide an opportunity for those considering entering to hear more about the competition, to talk to Council experts, to develop ideas and to form teams. There will be mentors on hand to provide advice to those thinking of entering. You can register to take part at <http://apps4fingal.eventbrite.com>

ESRI Ireland, a technology company based in Fingal, is another sponsor of the event. Speaking at the launch, their Account Executive Mick Byrne stated "Open Data can help make the world a better place – community groups, start-up companies and SMEs need all the leverage they can get. Data can be part of this leverage and with it Apps can be built and key decisions can be made"

The closing date for the competition is **midday on 9th January, 2012**, so get your thinking hats on and start developing that App or submit your idea. Further information is available at <http://data.fingal.ie/apps4fingal> and on twitter at <http://twitter.com/fingalopendata>

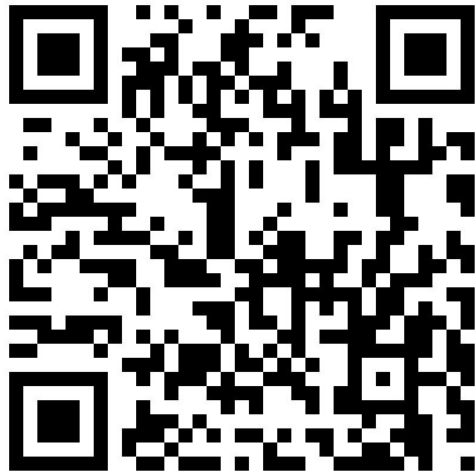
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Notes for Editors

1. Fingal Open Data was launched in November 2010, and was the first Open Data website in the country. Fingal Open Data has played a leading role in encouraging the release of Open Data by public bodies in Ireland.
2. Open Data is Public Sector Data which is published in open formats and is accessible and readily available to all. This allows reuse in new and unforeseen ways and allows new business opportunities to reuse public sector data for online services, mobile applications, analytics etc. Open Data improves transparency and enables increased citizen engagement and participation.

3. Fingal Open Data website includes:
 - a. 90 datasets
 - b. 12 Data categories -
Arts, Culture & Heritage; Citizen Participation; Demographics;
Economy; Education; Environment; Housing; Public Health; Recreation;
Technology; Transportation & Infrastructure; Zoning & Land Use

4. The attached QR Code provides a link to the website <http://data.fingal.ie/apps4fingal> and can be displayed alongside the content of this press release. It enables people using a smartphone to scan the code and link directly to this website on the device. QR Codes are increasingly utilised in print media to provide a direct link to related online content.



5. Sponsors of Apps4Fingal are ESRI Ireland, Dublin Airport Authority, Fingal County Enterprise Board, Fingal Tourism, LINC Centre - Institute of Technology Blanchardstown, Fingal Works, BEAT Enterprise Centre, BASE Enterprise Centre, Drinan Enterprise Centre, Fingal County Childcare Committee and Fingal County Council.