



Hold till 10 a.m. 02/20/2013

February 20, 2013

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~ Media Advisory ~

YOU CAN HELP SPRINGFIELD TAKE THE NEXT STEP IN THE \$5 MILLION MAYORS CHALLENGE

Online voting now open for the “Fan Favorite” video

[Springfield, Or] –The City of Springfield is a finalist in the Bloomberg Philanthropies’ Mayors Challenge, for our Mobile Health Care idea. Mobile Health Care will provide access to primary care through the use of Mobile Primary Care Vehicles with personnel that are fully equipped and trained and are directly connected to a doctor through telemedicine. This is a 21st-century house call that will save non-emergency patients both time and money.

A two-minute video explaining the city’s idea was required as part of the application and is now online at www.huffingtonpost.com/mayors-challenge. People nation-wide can vote on their favorite video providing the winning City with a \$50K Services Grant from IBM to support implementation of their project.

The winners of the \$5 million grand prize and the four \$1 million dollar prizes will be announced in April. The video voting will not impact the final selections.

What: Mayor’s Challenge Fan Favorite Video

Where: Vote online at www.huffingtonpost.com/mayors-challenge **The Website will not go live until 10 a.m.**

When: February 20 through March 6

Who can vote: Anyone can vote. We are encouraging people from the Springfield/Eugene area to vote – Mobile Health Care will eventually be available in both cities.

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.

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