



## **FOR IMMEDIATE RELEASE**

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## **~ Media Advisory ~**

### **SPRINGFIELD NAMED AS TOP 20 FINALIST IN BLOOMBERG PHILANTHROPIES' MAYORS CHALLENGE**

*City's idea selected from more than 300 submissions to compete for \$5 million grand prize*

[Springfield, Or] – Today, Mayor Christine Lundberg announced that the City of Springfield has been selected as a finalist for the Bloomberg Philanthropies' Mayors Challenge, a competition created to inspire American cities to generate innovative ideas that solve major challenges and improve city life – and that ultimately can be shared with other cities across the nation.

Springfield was selected based on its innovative idea to revolutionize emergency medical services through mobile primary care delivery. The initiative would provide universal access to primary healthcare and improved patient care outcomes at a reduced cost through the development of mobile primary care units, staffed 24 hours a day by paramedics or registered nurses. Mayor Christine Lundberg and the Springfield City Manager's Office partnered with former Springfield Fire Chief, Dennis Murphy, to refine this idea. Springfield will now compete against 19 other cities across the country for the \$5 million grand prize as well as one of four additional prizes of \$1 million each.

"I'm so pleased that our idea, to provide mobile primary care for all in our community, was chosen as a finalist in this extremely competitive process. I look forward to having our team further refine this revolutionary idea," said Mayor Christine Lundberg.

A project team from Springfield will attend Bloomberg Ideas Camp, a two-day gathering in New York City during which city teams will work collaboratively with each other and experts to further refine their ideas. Coming out of Camp, the Springfield team will have 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.

“Congratulations to Mayor Christine Lundberg and the City of Springfield for becoming a Mayors Challenge finalist. The response to the Mayors Challenge was extraordinary: bold and innovative ideas were submitted from every corner of the country. We look forward to welcoming the Springfield team to Ideas Camp,” said James Anderson, who directs the Government Innovation program at Bloomberg Philanthropies.

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.

### **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/mayorschallenge](http://bloomberg.org/mayorschallenge).

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