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**For Immediate Release**

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**Competition to Promote Green Living Can Earn Green**

*It App-ens to Be a Great Way to Promote Green Businesses, Practices, Lifestyle*

**CHICAGO (Oct. 28, 2011)** – Here’s a great “app-ortunity” for techno-wizzes to win \$2,000 and the first-ever “Green Opportunities App Award” from the [Delta Institute](#) as part of the Apps 4 Metro Chicago Illinois Competition Grand Challenge. But hurry! The deadline is approaching fast at 11:59 p.m. sharp on Friday, Dec. 2, 2011.

The Green Opportunities App Award is one of the special prizes being offered in the final round of Apps for Metro Chicago IL, which Mayor Rahm Emanuel, Governor Pat Quinn and Cook County Board President Toni Preckwinkle kicked off in June. The Metro Chicago Information Center (MCIC) is facilitating this groundbreaking civic apps competition.

“We are thrilled to partner with Apps for Metro Chicago to offer this innovative, unique award,” says Jean Pogge, Delta Institute’s CEO. “A public contest like this is sure to stimulate creative, breakthrough thinking about the environment – that’s what Delta Institute is all about.”

Entrants will use nearly 200 data sets – information that City of Chicago, Cook County and State of Illinois agencies have just made available in efforts to spur thousands of new apps to make it easier for people to enjoy our area in a more sustainable fashion.

The winning app must promote green products, practices and ideas that meet one or more of the following goals:

- Reduce waste and pollution
- Increase material reuse and recycling
- Conserve and preserve water resources
- Reduce energy consumption and greenhouse gas emissions
- Increase consumption of local, sustainable, fresh foods and beverages



- Use vacant, abandoned and underutilized properties more sustainably
- Increase appreciation for and enjoyment of green attractions and recreation
- Increase knowledge about and understanding of environmental issues

For a complete list of A4MC requirements and to submit an entry, please visit [www.appsformetrochicago.com](http://www.appsformetrochicago.com) and check the box marked “GO Award.” Entrants must be at least 18 years old, comply with all A4MC requirements and relate to one or more of the above themes or other environmental goals. All entries must be received before 11:59 p.m. on Friday, Dec. 2. The winner will be announced live as part of the Apps 4 Metro Chicago IL Grand Challenge Awards on Friday, Dec. 16.

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***About the Delta Institute:*** *The Delta Institute is a Chicago-based nonprofit organization dedicated to leading the charge in transforming the Great Lakes Region into the vital center of the green economy. Founded in 1998, Delta creates, funds and implements innovative programs that promote a healthy environment, a strong economy and thriving, vibrant communities – blazing a trail for the green economy that others can successfully follow. For more information, visit [www.delta-institute.org](http://www.delta-institute.org) or call (312) 554-0900.*

***About Apps for Metro Chicago Illinois:*** *Apps for Metro Chicago Illinois, facilitated by the Metro Chicago Information Center (MCIC), is the first civic apps competition in the nation to use a data intermediary(MCIC) to ensure that all applications use data correctly, accurately reflect the real needs of the community and are truly sustainable. Apps 4 Metro Chicago Illinois with MCIC at the helm is a collaborative open data collaboration between the City of Chicago, Cook County, the State of Illinois, and the Chicago Metropolitan Agency for Planning with support from MacArthur, CCT, Motorola Mobility, IBM, Delta Institute and several other regional organizations and corporations.*

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