

FOR IMMEDIATE RELEASEDATE: November 5, 2012

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SYRACUSE NAMED AMONG TOP 20 FINALISTS IN BLOOMBERG PHILANTHROPIES' MAYORS CHALLENGE

City's Idea Selected From Over 300 Submissions To Compete for \$5 Million Grand Prize

Miner: This Innovative Program Will Allow Us to Conduct Better Outreach To Our New American Neighbors and Welcome Them Into our Community and Local Economy

SYRACUSE, N.Y. – Mayor Stephanie A. Miner announced today the City of Syracuse 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.

Syracuse was selected based on its innovative idea to create The Syracuse International Village: a one-of-a-kind International Village and World Market in the city of Syracuse that links refugee resettlement services and creates pathways to economic opportunity for refugees and new Americans. By linking and unifying various refugee and immigrant support services, and creating a world marketplace for small business training and incubation for these populations, Syracuse will foster one of the most robust and creative communities for new Americans in our



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nation. Syracuse 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.

"It is flattering to be included as a finalist in the Bloomberg Philanthropies Mayors Challenge," said Syracuse Mayor Stephanie A. Miner. "Syracuse is a dynamic city with a vibrant immigrant community we are always trying to find new ways to serve. This innovative program will allow us to better outreach to our new American neighbors and welcome them into our community and local economy."

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



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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.

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