

Apps4Good presents the iPhone Hackathon for Charity 2010

Halifax, May 7, 2010 – Following the success of the inaugural event, on May 29th and 30th, volunteers in Halifax, Saskatoon, and Montreal will spend a weekend developing iPhone and iPad apps to benefit local charities at the second annual iPhone Hackathon for Charity in 2010.

A unique way to help by donating time and expertise, the Hackathon brings together dedicated individuals with backgrounds in software development, design, marketing, and social media, and invites passionate and creative individuals to share ideas to help a good cause. All are welcome, and the Hackathon promises to be a tremendous learning experience. Given the diverse and enthusiastic participants expected, the event will also be a chance to network with like-minded individuals.

Anyone can participate by suggesting ideas for apps, either for an iPhone/iPod Touch or iPad via the online discussion forum found at www.apps4good.ca/forums. The deadline for ideas will be May 18th; members will then decide which apps have the strongest potential for the event and the charities supported.

The Hackathon is hosted by The Hub in downtown Halifax, while team members will hack away in Montreal and Saskatoon as well. The event has been supported in the past by sponsors such as Innovacorp, Be Massage Therapy and Nova Scotia Economic and Rural Development. The contributions provide food and supplies for those donating their time during the event.

2009's Hackathon in Halifax led to the release of two iPhone apps. The first, *Meet Me Here*, is a social-planning app that sends meet-up coordinates, with proceeds benefitting Phoenix Youth Programs. The second, *Wish You Were Here*, is a fun and simple way to send digital postcards to friends and family, which will benefit Feed Nova Scotia.

About Apps4Good

The Hackathon is an event presented by Apps4Good Inc., a corporation founded after the first Hackathon in 2009 to handle the business side and proceeds for charities. Apps4Good and the Hackathon are supported by sponsors in the form of money, goods, or services. Apps4Good Inc. is maintained by both individuals and local business volunteers. Registration and more information can be found on the website at www.apps4good.ca.

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