



Media Alert

Apps4Parks Competition Launch

Immediate Release

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Do you have what it takes use park data to create an iPhone app? You could win a cash prize and have your app promoted by park agencies world-wide.

The World Parks App Competition will reward innovative uses of mobile technologies for international development. With up to \$AUD5,000 for winning developers on offer, Parks Victoria and other park agencies have made some basic data available to budding iPhone innovators. Entries should focus on health and wellbeing themes.

Parks Victoria's General Manager Parks, Neil McCarthy, says that Parks Victoria and other park agencies around the world encourage people to get in touch with nature.

"These new technologies should be used so that people are able to more easily access the proven health benefits of open spaces. People around the world are already using mobile phones to enhance their visits to the great outdoors. We're keen to see what the developer community can do with our data."

"Possible apps could be created for recording exercise routines, seeking walks of specific distances, times and locations, or creating an app that helps with flora and fauna identification," said Mr McCarthy. "There is a world of parks and people out there that want your ideas!"

The World Park App Competition opens this summer for all app developers and would-be developers.

For further information go to <http://apps.worldparksday.org>

Media Enquiries

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Healthy People*



Call Parks Victoria on 13 1963 or visit <http://www.worldparksday.org>