



FOR IMMEDIATE RELEASE:

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The next BIG idea is wanted for York. And there's funding for it.
YorIT, the Next Generation of Givers in York County,
Announces its YorIT Social Venture Challenge

York, PA — YorIT, a local group of budding philanthropists, seeks to inspire and help fund new collaborations, ventures and initiatives with the potential to be catalysts for economic development that attract or retain retailers and restaurants in Downtown York through its YorIT Social Venture Challenge. All those with ideas for game-changing projects, including ideas from both for-profit and non-profit entities, that can lead to contagious, sustainable growth in Downtown York are invited to attend an information session on December 14 from 6 - 7:30 p.m. at 1-3 S. George Street, York. The session will be held in the property formerly known as the Futer Bros Building, which currently sits empty on the iconic square in York City. The location was chosen by YorIT as the evening's setting to create a conversation around the opportunities downtown and provide inspiration for potential proposals.

As part of the evening's program, YorIT has arranged for a special guest speaker that recently gave an engaging presentation entitled, "Sex, Drugs and Philanthropy" to a crowd of 500 people at the popular speaker series, Ignite Baltimore. Additional samples of presentations will also be part of the evening's agenda, designed to spark thought around creative solutions to drive our downtown forward and ideas for potential YorIT Challenge proposals.

The information session will discuss the goals of the YorIT Challenge, the process for submitting proposals and be an opportunity to exchange ideas with other potential applicants or project partners. There is no need to RSVP.

YorIT members have established a fund at the York County Community Foundation to support out-of-the box ideas that are both compelling and feasible. This fund is distributed through the YorIT Challenge. The aim is to support projects that result in meaningful impact on the quality of life in our community. The members voted to devote its resources in 2011 to economic development that drives meaningful impact through attracting and retaining retailers and restaurants in Downtown York.

(more)

For more information on the YorIT Challenge, visit YorIT.org/Challenge or follow @YorITChallenge on Twitter for the latest news and information.

About YorIT

YorIT is a group of York County residents in their 30's and 40's who love York and are committed to engaging the next generation of givers to promote and sustain all that York has to offer to its visitors and residents. Together, YorIT members help fund efforts that range from the traditional to the non-traditional, but all focused on nurturing the local community through nonprofit initiatives. Each year, YorIT supporters choose a theme for fund distributions. The theme in 2010 was *Arts and Culture in Downtown York City*, and the first grant awarded went to Downtown Inc for its SPLASH! Summer Concert Series.

YorIT is centered on building connections among people under the age of 45 as well as introducing members to successful philanthropists who can inspire these young leaders to become more involved in shaping the York of tomorrow. YorIT membership dues are designated in part to the YorIT Social Venture Challenge at the Community Foundation, which gives members the opportunity to target their giving to community initiatives with impact. For more information about the YorIT initiative or how to join, please send an email to hello@yorit.org or log onto www.yorit.org.

About York County Community Foundation

Founded in 1961, York County Community Foundation creates a vibrant York County by engaging donors, providing community leadership, and investing in high impact initiatives while building endowment for future generations. York County Community Foundation granted \$2.4 million in 2009.