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**Who Will Win Up to \$20,000 for a New Downtown Initiative?
Come See Inspiring Ideas for Economic Development in Downtown York**

York, PA – The public is welcome to join York County Community Foundation’s YorIT members to view video presentations and hear live pitches from the finalists of the YorIT Social Venture Challenge on **Friday, April 8, at 6 p.m. at the Capitol Theater in York**. Applicants were asked to prepare videos to share their creative ideas for attracting and retaining restaurants and retailers in downtown York. Admission to the event is free, and seating is limited, so get there early! For more information, log onto www.yorit.org.

YorIT members interviewed the applicants and have chosen two finalists who will vie for up to \$20,000 in start up funds for their idea. The membership will vote that night on the award recipient. The videos, loaded onto Youtube, have attracted hundreds of viewers and demonstrate the creative energy Yorkers offer to our community. View all the submissions at <http://www.yorit.org/challenge/challenge.asp>.

2011 YorIT Social Venture Challenge Finalists:

- **Healthy World Café** is a 21st – century, nonprofit restaurant concept in downtown York that provides healthy meals made from local ingredients at a price the customer decides they can afford. The Café will offer an accessible community gathering place where all are welcome and local food, art and music are promoted. Healthy World Café seeks to offer a new dining experience that brings people to downtown York and supports the local economy. Funding from YorIT will support the start-up costs for the Healthy World Café, which plans to be self-sustaining within a year of opening.
- **Downtown Delivered** seeks to offer a bicycle delivery service for downtown restaurants and food vendors. Beginning two days a week with Central Market vendors, the company seeks to bring market-fresh meals to time-strapped downtown businesses and families, while offering downtown restaurants an opportunity to increase sales. The company has a commitment to providing quality, fresh foods, delivered on bicycles to reduce carbon emissions and traffic congestion. The critical feature of this service is the development of an online ordering system that keeps track of available products in real-time. Funding from YorIT will support the development of the software and initial start-up costs for Downtown Delivered.
- **Y-Fi** is a community wireless internet project, sharing local resources to provide a benefit to the community at large. The proposal seeks to significantly expand the wireless network in York’s

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Central Business District. Y-Fi, under the direction of Bob Mock, has already established wireless systems in Central Market and several other downtown businesses. For a relatively low price, wireless capabilities can be added to downtown restaurants and retailers, making them “third places” where folks can hang out and stay in touch. The more connections established, the greater the strength of the network. The expansion project will be a partnership with York County Economic Development Corporation (YCEDC) and its nonprofit subsidiary PEDYC. YCEDC recognizes the importance of wireless access to the economic growth of York.

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 \$2.5 million in 2010.