

FOR IMMEDIATE RELEASE: September 19, 2012  
NEWS RELEASE

Contact: Lemuel Hancock / 504.658.4415 / lrhancock@nola.gov

Contact: Andrea Chen / 504.265.9483 / achen@GoPropeller.org

**NORA and Propeller Announce PitchNOLA: *Lots of Progress*  
Vacant Lots Social Innovation Competition**

NEW ORLEANS – September 19, 2012—The New Orleans Redevelopment Authority (NORA) has teamed up with Propeller: A Force for Social Innovation in partnership with Tulane University to host PitchNOLA 2012: *Lots of Progress*. New Orleans has thousands of vacant and abandoned properties, and this competition challenges *all New Orleanians* to come up with viable, sustainable, scalable, and innovative solutions for these properties. The competition deadline is October 22, 2012.

Ten semi-finalists will be invited to pitch their ideas to a panel of judges on November 15, 2012 at the Propeller Social Innovation Incubator at 4035 Washington Avenue. From these ten, the judges will choose first, second, and third place winners. The winners of PitchNOLA 2012: *Lots of Progress* will choose a vacant lot(s) from an online selection of NORA-owned properties to carry out his or her winning idea. The costs of purchasing the property for the first-place winner will be covered by PitchNOLA sponsors. Each winner will execute a standard NORA purchase agreement which will require additional documentation to finalize.

“This competition is unlike any other we’ve seen in New Orleans. The creativity and innovation generated from this competition will bring new solutions to one of our greatest challenges,” said NORA Executive Director, Jeff Hebert.

“Propeller brings forth solutions to pressing social and environmental challenges, and PitchNOLA: *Lots of Progress* is an example of a unique public-private partnership that has the potential to eliminate thousands of vacant properties. We are tapping into the creativity of New Orleanians to make this city a better place to live,” expressed Andrea Chen, Propeller Executive Director.

For more details, visit the PitchNOLA 2012: *Lots of Progress* competition website at [www.GoPropeller.org/pitchnola2012](http://www.GoPropeller.org/pitchnola2012).

###

**About Propeller: A Force for Social Innovation**

Propeller is a nonprofit social venture accelerator that launches financially sustainable social ventures—for-profit and nonprofit—that tackle pressing social problems. Our companies and solutions touch thousands of lives.

**About New Orleans Redevelopment Authority (NORA)**

NORA reduces blight and returns vacant property to commerce through redevelopment in partnership with for-profit and non-profit developers, the Lot Next Door program, and alternative land use initiatives.