



CITY OF PORTLAND
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FOR IMMEDIATE RELEASE

October 8, 2009

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THE COUNTDOWN IS ON – VISUALIZE YOUR CREATIVE THEME ON PORTLANDONLINE
City of Portland Calling for Community Ideas for Website Masthead

(Portland, OR) October 19 is the deadline for Portlanders of all ages and abilities to send in banner creations for the top masthead of the City government PortlandOnline.com website. What's the prize? Your depiction of the spirit of Portland running across the top of the website, and \$1,000 cash! If you believe that visitors to PortlandOnline should experience the best of Portland whenever they visit the website and you have an idea about how to portray us at our best, this challenge is for you!

Challenge organizers stressed that any ideas are welcome, from photos to logos to slogans, and that entries should seek to capture your ideas of the essence of Portland rather than focus on artistic perfection. "This should be a fun and open opportunity for all Portlanders to share their ideas for their government's web masthead," emphasized Laurel Butman, Co-director of the project to refresh and update the City's web site. "If you have an idea to share, we want to receive it so our community judges can consider it."

Entries, which are beginning to arrive just as web traffic on the Challenge web page is surging, will also be available for public voting. According to Mayor Sam Adams, "This opportunity is what Portland is all about – Portlanders creating the future of our city. I encourage anyone who cares about the image Portland's government web site conveys to visitors to share his or her ideas through this challenge. This is one of our city's major calling cards. We can only improve the site and we need your help to get there," he said.

All entries are due online at www.portlandonline.com/bannerchallenge no later than Monday, October 19, 2009. Instructions, rules and criteria (including examples), and a simple online form are all available at the web site.

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