

## **ACE HOTEL, THE CLINTON FOUNDATION, TUMBLR & JAWBONE ANNOUNCE CODEATHON SERIES FOCUSED ON HEALTH**

**NEW YORK, NEW YORK – September 2013** – Following a successful health-based codeathon last month, Ace Hotel, Tumblr, the Clinton Foundation's Clinton Health Matters Initiative (CHMI), Jawbone, Sweetgreen, and Exhale announce a series of three upcoming codeathons, taking place through the year and continuing into 2014. Building upon the powerful intersection of technology and data, the events aim to spur innovation in the health and technology space and set the standard for what a healthy codeathon environment should entail. Upcoming codeathons will run from September 27-29 and November 15-17 at Ace Hotel New York, and in January at Ace Hotel & Swim Club in Palm Springs in conjunction with the 2014 Health Matters Conference.

With the codeathon series, Ace Hotel, Tumblr, CHMI and Jawbone challenge interactive and game design master students from around the city to build a completely original and functional application prototype, based on one of the social determinants of health, such as sleep, proposed by CHMI. The prototype can be web, mobile, or desktop-based, and can be developed via data sets, APIs, conceptually or through ideas of the developers' own device.

On September 27th, the codeathon kicks off with a presentation on the health challenge the coders will be tackling. Saturday and Sunday, teams develop their applications. On Sunday, the events move to Ace Hotel New York's lobby, where the teams will continue to develop their applications from 9am-5pm. Sunday's playtest session and judging panel, following a full day of developing, are free and open to the public. The playtest session offers designers final feedback on their work before they make any last-minute changes. Winners will be announced that day and will receive a MINI JAMBOX by Jawbone and complimentary classes by Exhale.

Projects will be judged by a top-tier panel, led by New York's leading thinkers in games, tech, and health based on six key criteria: playability, design, art, accomplishing the prompt, potential impact and each team's health. Stuart Crawford, VP of algorithms at Jawbone, will be present at the event as a judge and speaker.

To support the codeathon series and the work of developers worldwide, Jawbone has opened its UP API and Platform to the public after several months of invitation-only access to a select group of developers, and to participants of last month's codeathon. Now, any developer can connect people using UP to other products and services, or create entirely new apps and experiences utilizing data from UP. Once again, Jawbone will provide UP bands to codeathon participants, allowing them to monitor their sleep patterns, steps taken and meals throughout the weekend in an effort to support healthy habits.

“We’re inspired by the work the Clinton Foundation is doing to integrate data and technology into solutions for public health, and we’re thrilled to join them alongside Ace Hotel and Tumblr to stimulate new software-based solutions for health, while also promoting healthy behaviors amongst today’s developer communities,” said Travis Bogard, VP of product management and strategy at Jawbone. “We saw incredibly creative and innovative ideas being built on the UP API at the first codeathon at Ace Hotel, and we’re eager to see what developers around the world will come up with next.”

In keeping with CHMI’s commitment to help Americans live healthier lives, the health-focused codeathon will incorporate healthy living throughout the event, including nutritious food options by Sweetgreen, opportunities to stretch and exercise by Exhale, and a collaborative, supportive environment. Based on aggregate data from each team’s UP bands, organizers will factor the healthy habits of each team into the judging criteria. Bonus points will be awarded to the teams that maintain healthy habits during the frantic race to the finish line.

Developers who would like to integrate an existing service with UP by Jawbone, or build an entirely new experience, can visit [Jawbone.com/up/developer](http://Jawbone.com/up/developer) for more details.

#### **About Ace Hotel**

Ace Hotel reinvents hospitality to make something fresh, energized and human. We embrace and reimagine classic buildings and interesting opportunities, creating a sense of history and place that pairs the pragmatic with the romantic. Our hotels are inspired by an affinity for the soulful and fueled by localized and handmade culture. For more information go to [acehotel.com](http://acehotel.com).

#### **About Tumblr**

Tumblr is a media network powered by an army of independent creators and home to an audience of more than 300 million unique visitors. Founded by David Karp in 2007, Tumblr is headquartered in New York City.

#### **About the Clinton Health Matters Initiative**

The Clinton Health Matters Initiative (CHMI), an initiative of the Bill, Hillary & Chelsea Clinton Foundation, works to improve the health and well-being of people across the United States by activating individuals, communities, and organizations to make meaningful contributions to the health of others. CHMI works to implement evidence-based systems, environmental and investment strategies, with the goals of ultimately reducing the prevalence of preventable diseases, reducing health care costs associated with preventable diseases, and improving the quality of life for people across America. CHMI works to activate individuals to lead healthier lives by providing a platform to access local, scalable solutions for healthy change agents; advance community health by closing gaps in health disparities and focusing efforts in underserved areas; and, engage the private sector through pledges to improve the health and well-being of the nation. These successes are showcased each January at the Health Matters

conference, where national thought leaders convene to discuss ways in which individuals, communities, and corporations can contribute to the health of others.

### **About Jawbone**

For more than a decade, Jawbone® has developed human-centered wearable technology and audio devices that solve everyday problems and help us live better. A 2010 IDSA Design of the Decade winner, the company is the creator of the best-selling JAMBOX® and BIG JAMBOX® wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® headsets, and NoiseAssassin® technology. Jawbone's approach to lifestyle tracking is unique, with over 240 patents filed related to UP® and its wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco. To learn more, visit [Jawbone.com](http://Jawbone.com).

### **About Exhale**

Founded in 2002, exhale has earned a position as the leading lifestyle brand in the spa and wellbeing sector through award-winning mind body fitness classes, and best in class spa and healing therapies. Guests transform both mind and body with exhale's Core Fusion and yoga programs - all exclusive to exhale. Whether it's Core Fusion Barre, Boot Camp, Cardio, Sport or Yoga, exhale's signature workout is sure to sculpt and lengthen muscles. A suite of 11 Core Fusion DVD's allow guests to experience the power of exhale while they are at home or on the road. Exhale's complete menu of spa therapies and services allow guests to revive and restore in inspiring yet relaxing sanctuaries. Offering everything from facials to massages, waxing to healing, exhale perfectly leverages ancient and new spa practices alike. Bridal boot camps, wellbeing retreats and nutrition programming round out the wellbeing experience at exhale. Exhale is proud to offer 20 properties in 11 top markets and is always continuing to grow! Revive. Restore. Exhale. <http://www.exhalespa.com>

### **About Sweetgreen**

Founded in 2007, sweetgreen is a destination for delicious food that's both healthy for you and aligned with your values. We source local and organic ingredients from farmers we know and partners we trust, supporting our communities and creating meaningful relationships with those around us. We exist to create experiences where passion and purpose come together.

### **Press Contacts:**

Lisa Lavora, Ace Hotel, [lisa.lavora@acehotel.com](mailto:lisa.lavora@acehotel.com), 503.367.9502

Leah Linder, Tumblr, [leah@tumblr.com](mailto:leah@tumblr.com), 727.643.1134

The Clinton Foundation, [press@clintonfoundation.org](mailto:press@clintonfoundation.org), 212.348.0360

Keely Sulprizio, Jawbone, [ksulprizio@jawbone.com](mailto:ksulprizio@jawbone.com), 415.230.7600 ext. 1719

Kim Kiernan, Exhale, [kkiernan@exhalespa.com](mailto:kkiernan@exhalespa.com), 212.300.2311

Kyle Francis, Sweetgreen, [kyle.francis@sweetgreen.com](mailto:kyle.francis@sweetgreen.com), 631.792.2780