

For Immediate Release

## **The Intellectual Heritage of Steve Jobs Empowers People to Change the World**

On **October 4th**, thought leaders will convene in downtown San Francisco for the opening ceremonies of **Hack for Big Choices**, a series of **talks and hackathons** taking place over 12 cities including San Francisco, Ghana, Mexico City, Venice, Moscow, and São Paulo to tackle some of the world's biggest problems related to healthcare, education, design & technology.

"My first BIG step was to build a platform designed to perpetuate change. I live in Silicon Valley, so naturally I think about utilizing technology as a catalyst. Thus, Hack for Big Choices was born. It's simple... 1. a call to ACTION: calling for people who want to change the world; 2. an integrated software SOLUTION: give problem solvers access to experts; and connect them to like-minded people and 3. options for CHANGE: start a focused challenge - three areas from which problems can be selected."

"We hope to promote the **culture of innovation to ignite a global community of do-ers** to make big choices and tackle real problems in their communities." says founder Aurora Chisté."

Hack for Big Choices is **non-profit organization inspired by Steve Jobs** dedication of applying his talent and passion towards improving people's lives. Hack for Big Choices aims to unite the talents and passions of people from **different disciplines** including developers, doctors, lawyers, educators to address a series of **global challenges** Driving Safety, Crisis-Management Simulation, Education in Remote Areas, Nutrition Education, Medical Data for Better Outcomes, and Depression.

The global hackathon begins in late November and is currently registering participants in each city on their website at **[hackforbigchoices.com](http://hackforbigchoices.com)**.

"We are seeing a surge of enthusiasm as Hack for Big Choices ignites a global community of leaders to produce actionable solutions to the big problems facing our society." says co-founder Irina Issakova.

Here's an **outline of the scale** of the event launching on 4<sup>th</sup> October this year:

- Audience: 3000 attendees, forming 400 teams across following 12 cities: San Francisco, London, Venice, Moscow, Hong Kong, Shanghai, Singapore, Bangalore, Accra, Sydney, Sao Paulo
- Partners: Fighter, Rally.org, Eye-Fi, Lyte.io, Invasive Code, Garage Venture, Markerly,

BeforeWeDo and Umano

- Judging partner: YouNoodle
- Speakers include: Zachary Bogue, David Agus MD, David Orban, Binta Brown, Mario Valle, John Roberts, Jeremy Howard, Dave Mosby, Tim Draper, Bill Reichert, Maneesh Juneja, Francis Pedranza, Vivek Wadhwa.
- Topics of our challenges include: identification on fly, food safety, people counting, simulation crisis management, education in remote areas, medical data for better outcomes

### **About Hack for Big Choices**

The Hack for Big Choices is a non-profit organization whose mission is to engage a new generation of young professionals through a series of hackathons and talks on every continent and ignite the desire to improve the world we live in. More information is available at [www.hackforbigchoices.com](http://www.hackforbigchoices.com).

Contact

Aurora Chisté

Executive Producer & Founder

650-391-5964

[aurora.chiste@gmail.com](mailto:aurora.chiste@gmail.com)



