

Put Mount Vernon on the Snapchat Map!

Mayor Richard Thomas Announces Competition for Geotag(s) for Snapchat

(MOUNT VERNON, NY) APRIL 7TH, 2016: Mayor Richard Thomas challenged creative designers to help put Mount Vernon on the map, the millennial map that is. Graphic illustrators, artists, and anyone with a passion for design in Mount Vernon are invited to compete in the “Snapchat Geo-tag Challenge: Put Mount Vernon on the (Millennial) Map!” The goal is for the City of Mount Vernon to select a Geo-tag from a pool of talented local artists for official submission to Snapchat.

Snapchat is a platform that has grown to attract millions of users who share and upload content on a daily basis. The social media platform can be used to promote local businesses, events, and provides creative way to get more connected to the local and economic community. Residents and visitors can find out about our awesome local eateries, historical sites like St. Paul’s Church and other exciting destinations.

The city must follow certain guidelines as promulgated by Snapchat. These rules are available for review at the following link: <https://support.snapchat.com/a/geofilter-guidelines>.

Those desiring to compete must send the geo-tag submissions to mclark@cmvny.com with the subject title “Mount Vernon Geo-tag” by 11:59 pm on Sunday, April 10th, 2016. All submissions will be reviewed by a panel of local stakeholders and the finalists will be presented to the City Council for feedback. Those entering the competition understand that all artwork and creative content submitted becomes the property of the City of Mount Vernon, including trademarks and all other rights, title and interest. The winner will be acknowledged and awarded prizes as donated by the Mount Vernon business community. A winner will be announced on Thursday, April 14th.

Mayor Richard Thomas said, “Snapchat is an innovative and cool way to stay involved with what’s going on around you. Our community has incredibly talented individuals who can create a unique geo-tag to capture the spirit and rich culture of Mount Vernon. This is another way to #ConnectMV and empower the residents to shape our digital identity as a sports and entertainment, heavy manufacturing and construction, jobs and beautiful homes destination. We hope all the art classes and clubs in our school district and faith based community participate, so they know that their voice and vision matter. The geo-tag challenge is for everyone in Mount Vernon, especially the next generation who own the future.”

###