

California Only iPhone App on Pace for 25,000 Downloads

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Los Angeles based Matt Harrison today announced DIY Democracy 1.1, a new prize-winning iPhone App that places power in the hands of the people is on pace for 25,000 annual downloads. The Do-It-Yourself Democracy application allows users to communicate directly with leaders at local, state and federal levels of government. The new App also won second place in the 2009 University of Southern California Student Innovator Showcase.

Los Angeles, CA - A new prize-winning iPhone App that places power in the hands of the people is on pace for 25,000 annual downloads.

"This app empowers citizens to report police abuse, protest bureaucratic bungling to the proper person, add photos to better document something like a pothole or blight complaint, lobby a lawmaker for change, or discuss an issue in open forum," says Matt Harrison, author and founder of the Prometheus Institute which developed the DIY Democracy iPhone APP. The App is available for free.

The new iPhone App won second place in the 2009 University of Southern California Student Innovator Showcase. Some 50 teams were chosen from 200 applications to participate in the showcase and Harrison's DIY Democracy App placed second.

The DIY (Do-It-Yourself) Democracy application allows users to communicate directly with leaders at local, state and federal levels of government. Within seconds a citizen can find out who the appropriate government official is and email or phone a message. He can report a problem to his city's DPW, ask for information from his U.S. Congressman, lobby his governor, state lawmaker or US Senator, or discuss an issue in live forum with other citizens.

While beta testing DIY Democracy Harrison reported a malfunctioning traffic signal to the Traffic Management Center in Irvine, CA, which immediately sent out a crew to correct the problem. "The App is intuitive and user-friendly, and it's even fun to use. It engages citizens. It empowers them to do something about their problems and get them solved, rather than just complaining," adds Harrison.

DIY Democracy will roll out first in California. The Prometheus Institute is seeking grants and other financial support to expand this innovative tool nationwide.

Matt Harrison is author of *The American Evolution: How America Can Adapt to the Political, Economic and Social Challenges of the 21st Century* (ISBN 978-0-615-28204-6, Copyright 2009, Prometheus Institute Press, Los Angeles, CA, \$14, Harrison also is executive director of the Prometheus Institute which he founded to discover independent policy solutions to reduce the burden of government on the people. Harrison has been a guest on several talk radio shows, FOX News and a guest blogger for CNN.

DIY Democracy 1.1:
<http://www.diyapp.org>

Download From iTunes:
<http://itunes.apple.com/us/app/do-it-yourself-democracy-california/id337771823?mt=8>

Video Demonstration:
http://diydemocracy.org/DIY_Screencast3.mov

Prometheus Institute :

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://www.theprometheusinstitute.org>

Matt Harrison is founder of the Los Angeles based Prometheus Institute founded to discover independent policy solutions to reduce the burden of government on the people. Harrison has been a guest on several talk radio shows, FOX News and a guest blogger for CNN. Copyright (C) 2010 Matt Harrison. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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