

## **VISUALIZING.ORG HOSTS URBAN WATER DATA VISUALIZATION CHALLENGE IN COLLABORATION WITH CIRCLE OF BLUE**

NEW YORK (February 21, 2011) – Visualizing.org, the global open data visualization platform created by Seed Media Group and GE, opened its World Water Day data visualization challenge today in collaboration with Circle of Blue, the leading news organization reporting on global water challenges. The challenge calls on designers, data experts, and visualizers to tap into the world's stream of water data to create visualizations specifically on the topic of urban water. The international contest offers a \$5,000 cash prize to the winner and offers a chance for contestants to help solve urban water issues through data and design.

The challenge topic was inspired by the World Water Day 2011 theme Water for Cities.

"Many of the world's metropolitan centers lack the planning, infrastructure, and water resources needed to support the mass migration of residents from rural to urban areas," says J. Carl Ganter, Director of Circle of Blue, "This is why cities are simultaneously places where the most dire resource challenges converge and where new ideas and water-related investments can be tested." Circle of Blue therefore teamed up with Visualizing.org to host a challenge that would make use of the abundance of water data available.

"We're delighted to partner with Circle of Blue to host a challenge that galvanizes our community of cross-disciplinary thinkers and designers to use the open water data to reveal new patterns and trends and introduce new ways of understanding urban water issues," says Adam Bly, Founder of Visualizing.org.

The competition runs from February 21 through March 15 and will be judged by a panel of water and data experts as well as information designers. The results will be released on World Water Day, March 22, at Visualizing.org. To enter the competition or to find more information, visit Visualizing.org.

### **About Visualizing.org**

[Visualizing.org](#) is an open online data visualization platform created by Seed Media Group and GE. It is a free resource for designers and students looking for open data about world issues – such as climate change and global health; a platform for the creative community to share visualizations with each other and the public under a Creative Commons share-alike non-commercial license; a service that provides researchers, decision makers, media organizations, educators and the public with important information design; and a tool for schools to showcase the work of their students and help bring data visualization into the classroom. For more, visit: [About Visualizing](#).

### **About Circle of Blue**

[Circle of Blue](#) is the national and global network of leading multimedia journalists, researchers and data experts that produces daily coverage and trend-setting reports about water issues from every continent. Circle of Blue approaches the freshwater crisis with three coordinated, interrelated components: front-line journalism, existing and new science and data, and communications design. Circle of Blue's widely referenced reporting makes water issues personal and relevant while providing a hub for data visualization, aggregation and integration. Circle of Blue applies the best tools of the 21st century to help provide the knowledge that people need to make informed decisions. Circle of Blue is a nonprofit affiliate of the [Pacific Institute](#).

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