

FOR IMMEDIATE RELEASE:

## **ReAllocate Launches Modern Day Aerial Pony Express**

SAN FRANCISCO (August 11, 2012) - ReAllocate.org is pleased to announce the launch of a pilot project at this year's Burning Man Festival, code named "Project: Blue Sky," to test the viability of using Unmanned Aerial Vehicles, or UAV's in crisis and remote situations. "Project: Blue Sky" will model first-responder surveillance scenarios and "last mile" delivery challenges. This analysis will enable timely delivery of high-value / light-weight payloads to areas that may be otherwise inaccessible. These multi-copters may deliver vaccines and provide first-responders with eyes in the air for search and rescue operations.

"The project will be based out of standard commercial shipping containers and include 3D modelling and printing capabilities, as well as facilities to operate and service the UAVs" says founder Dr. Mike North. These containers will serve as the foundation for ReAllocate's StartUp Country, a program designed to deliver innovation/builder centers that can be deployed anywhere in the world. "By bringing together people, curriculum, machinery, and materials, we are fostering social entrepreneurship, innovation and capacity building as local entrepreneurs are coupled with panels of highly skilled volunteer experts," says Dr. North. Local ReAllocate Fellows are partnered with ReAllocate Mentors and taken through a 10 week program hosted by ReAllocate and partner organizations. The ultimate goal is to have long term solutions spring from local expertise and understanding.

ReAllocate is a registered 501(c)3 that provides non-recurring engineering to address humanitarian issues and captures these stories as a way to raise awareness of the causes and highlight our partners and ReAllocators. Our teams of ReAllocators are drawn from an extensive network of volunteer innovators, technologists, designers, and business brains to address real-world humanitarian challenges. ReAllocate assembles teams of world class talent and pairs them with specific technical projects, humanitarian organizations (non-profits, NGOs) and resources to work challenges identified by local community members.