



Charlottesville Area  
**COMMUNITY  
FOUNDATION**



**Knight Foundation**



**FOR IMMEDIATE RELEASE**

## **NON-PROFIT NEWS OPERATION TO EXPAND ENGAGEMENT EFFORTS AND DATA INITIATIVES**

### **CONTACTS:**

**Charlottesville Area Community  
Foundation (434) 220-3473**

Holly Hatcher, Director of Programs &  
Donor Engagement  
[HHatcher@cacfonline.org](mailto:HHatcher@cacfonline.org)

**Charlottesville Tomorrow  
(434) 260-1533**

Brian Wheeler, Executive Director  
[bwheeler@cvilletomorrow.org](mailto:bwheeler@cvilletomorrow.org)

**Knight Foundation (305) 908-2677**

Marc Fest, Vice President/Communications  
[fest@knightfoundation.org](mailto:fest@knightfoundation.org)

**Charlottesville, Virginia—September 9, 2011**—Charlottesville Tomorrow has hired Jennifer Marley as its first Community Engagement Coordinator and will expand its innovative non-profit community news operation with \$102,000 in support from the John S. and James L. Knight Foundation and the Charlottesville Area Community Foundation.

Since 2005, Charlottesville Tomorrow has played a critical role engaging the public with objective and non-partisan information and research on the critical land use, transportation, and community design issues facing Charlottesville-Albemarle. Since 2009, its news stories have been a regular feature in *The Daily Progress*.

“Our Community Engagement Coordinator is going to help us engage more people with our news stories and our online information tools,” said Brian Wheeler, the non-profit’s Executive Director. “Our community wiki, called *cvillepedia*, and our 3D models of local building and road projects in Google Earth, are two of the data initiatives that will also be expanded as part of this project.”

The funding is part of the [Knight Community Information Challenge](#), which encourages community and place-based foundations to support news and information projects that inform and engage residents.

The Charlottesville Area Community Foundation applied for the prestigious national grant and will match Knight’s support through new contributions designated for the project.

“The foundation believes our community already cares deeply about having timely and trustworthy news and information on important quality of life issues,” said John Redick, President of the Charlottesville Area Community Foundation. “By getting directly involved with this grant request, the foundation is reinforcing the role quality journalism can play in helping improve our community.”

“The Charlottesville Area Community Foundation and others like it are part of a growing number of community and place-based foundations working to ensure residents have the information they need to make important decisions about their communities,” said Traban Shorters, Knight Foundations’ vice president for communities. “Ultimately, our democracy will only thrive if we have informed and engaged communities.”

***Staff from the Charlottesville Area Community Foundation and Charlottesville Tomorrow will be available for interviews on Friday, September 9, 2011.***

***The John S. and James L. Knight Foundation*** supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. We believe that democracy thrives when people and communities are informed and engaged.

***The Charlottesville Area Community Foundation*** is a permanent endowment dedicated to improving the quality of life in Charlottesville and the surrounding Counties of Albemarle, Greene, Orange, Louisa, Fluvanna, Buckingham, and Nelson. Since its inception in 1967, the Charlottesville Area Community Foundation has provided over \$40 million in grants.

***Charlottesville Tomorrow’s*** mission is to inform and engage the public by providing clear, non-partisan information and research on land use, transportation, and community design issues with the confidence an informed public will make decisions that will protect and build upon the distinctive character of the Charlottesville-Albemarle area.

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