



## **A Voice for All: Visionary Behind WordPress, the Popular, No-Cost, Open-Source Platform, Honored with 21<sup>st</sup> Heinz Award**

*Powering more than one fourth of the world's websites and millions of blogs, Matt Mullenweg's free, easy-to-use software gives everyone a place to be heard*

**PITTSBURGH, September 14, 2016**—The Heinz Family Foundation has named Matt Mullenweg, visionary co-founder of WordPress, a free, simple-to-use, open-source website and blogging platform, the recipient of the prestigious 21<sup>st</sup> Heinz Award in the Technology, the Economy and Employment category. As part of the accolade, Mr. Mullenweg will receive an unrestricted cash award of \$250,000.

In developing a free platform that is available to anyone around the world, Mr. Mullenweg created a tool that has helped to democratize online publishing. Today, WordPress powers more than one quarter (76.5 million) of websites worldwide, from millions of individual blogs to high-profile clients that include Time Inc., *The New York Times* and Microsoft. Companies, nonprofits, artists, community groups, governments, scholars, researchers, students—anyone anywhere in the world looking to share their ideas and content has a simple-to-use platform available to them at no cost through WordPress.org. States Mr. Mullenweg: “Open is better than closed. The more transparency and communication there is, the better off humanity is.”

As a publishing engine, WordPress comprises a scalable content management system that can be customized by individuals. With programmers from the United Kingdom, Ireland, France, Hong Kong, Japan, New Zealand and Brazil, WordPress is available in 57 languages, with 12 more in development. A recent version was downloaded 30 million times in the first two months, with nearly 500 individuals in the open-source community contributing to its code. Statistics show 50,000 new WordPress websites are added daily.

In 2010, Mr. Mullenweg established the WordPress Foundation to ensure that WordPress remains a free, open-source platform in perpetuity. The Foundation focuses on education and support, including WordPress meetups and WordCamp conferences.

“When you think about how open-source works—the idea that anyone can create any add-on and modify it—you see that it looks a lot more like a free-market economy than the way most companies operate,” Mr. Mullenweg said. “It’s a dynamic that’s messy and disorganized, but over time trends toward the optimal solution. I love that WordPress has been able to make this impact far and beyond even my own success or the company’s success, because there’s this broader thing out there in the world that creates opportunities for people to grow and multiply beyond what I can imagine or perhaps will even be around to see.”

Since WordPress 1.0 was introduced in 2004, it has also fostered a thriving economy of hundreds of thousands of independent contractors and small companies who specialize in WordPress design, software and hosting.

“Matt Mullenweg truly is at the innovative hub of remarkable technological change that we are experiencing in global communications,” said Teresa Heinz, chairman of the Heinz Family Foundation.

“But more than that, through his vision and entrepreneurship he has gifted to the world free open-source software that few are aware of, though millions use it. Mr. Mullenweg believes passionately that his pioneering development of WordPress is critical in offering a voice to anyone who wishes to be heard. His leadership and idealism should serve as an inspiration to us all.”

Established to honor the memory of U.S. Senator John Heinz, the 21<sup>st</sup> Heinz Awards this year recognize those who have made significant contributions in five distinct areas of great importance to Senator Heinz: Arts and Humanities; Environment; Human Condition; Public Policy; and Technology, the Economy and Employment.

In addition to Mr. Mullenweg, the 21<sup>st</sup> Heinz Awards honored the following individuals:

- **Arts and Humanities: Troy “Trombone Shorty” Andrews, New Orleans, La.**  
Mr. Andrews, a celebrated multi-instrumentalist and performer, is being recognized for his achievements as a musician and for his community work to preserve and pass on to younger generations the rich musical heritage of his native New Orleans.
- **Environment: Hal Harvey, San Francisco, Calif.**  
Mr. Harvey, one of the leading strategists in the nonprofit sector’s efforts to reduce the impacts of climate change, is being recognized for his results-driven solutions in energy policy and innovation to dramatically reduce carbon emissions and energy waste worldwide.
- **Human Condition: Nadine Burke Harris, M.D., San Francisco, Calif.**  
Dr. Burke Harris, a pediatrician, is being recognized for her work in establishing pioneering protocols to identify and treat children suffering from toxic stress caused by extreme poverty, neglect and unsafe or chaotic surroundings.
- **Public Policy: Michelle Alexander, Columbus, Ohio**  
Ms. Alexander, a legal scholar, advocate, civil rights attorney and author, is being recognized for her work in drawing national attention and constructive action to the issue of mass incarceration of African American youth and men in the United States.

Winners will receive their awards in Pittsburgh on October 4, 2016.

Now in its 21<sup>st</sup> year, the Heinz Awards has recognized 128 individuals and awarded more than \$25 million to the honorees. For more information about the awardees visit <http://heinzawards.net/2016>.

EDITORS/REPORTERS: To obtain photos of Mr. Mullenweg or any of the other recipients, please contact Abby Manishor at [amanishor@burness.com](mailto:amanishor@burness.com) or 917-539-3308.

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**About the Heinz Awards**

Established by Teresa Heinz in 1993 to honor the memory of her late husband, U.S. Senator John Heinz, the Heinz Awards celebrates the accomplishments and spirit of the Senator by recognizing the extraordinary achievements of individuals in the areas of greatest importance to him. The awards, administered by the Heinz Family Foundation, recognize individuals for their contributions in the areas of Arts and Humanities; Environment; Human Condition; Public Policy; and Technology, the Economy and Employment. Nominations are submitted by invited experts, who serve anonymously, and are reviewed by jurors appointed by the Heinz Family Foundation. The jurors make recommendations to the Board of Directors, which subsequently selects the Award recipients. For more information on the Heinz Awards, visit [www.heinzawards.net](http://www.heinzawards.net).

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