



The **Apache Software Foundation**
<http://www.apache.org/>

FOR IMMEDIATE RELEASE

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**MEDIA ALERT: Press Conference for the
Tenth Anniversary of The Apache Software Foundation**

Globally Recognized Open Source Organization Celebrates a Decade of Leadership

What: The Apache Software Foundation (ASF) will hold a press conference to commemorate a decade of innovation in Open Source software and community development at ApacheCon Europe 2009, its official user conference. ASF representatives will also be available to answer the media's questions and explain the various aspects of ApacheCon; a photo opportunity (pool for broadcast media) will be arranged after the press conference.

When: Wednesday, 25 March 2009 at 5.00PM/1700CET [GMT +1] in conjunction with ApacheCon Europe. Welcome Reception immediately to follow. Registered media are encouraged to attend the full conference: 23-27 March 2009.

Where: Conference Centre of Mövenpick Hotel Amsterdam City Centre (Piet Heinkade 11, 1019 BR Amsterdam, The Netherlands)

Who: Incorporated in 1999, the all-volunteer, non-profit Foundation oversees more than sixty-five award-winning and diverse Open Source projects, including Apache HTTP Server — the world's most popular Web server software since its creation in 1994. Evolving from the original eight developers known as “the Apache Group”, The ASF today comprises nearly 300 individual Members and over 2,000 Committers collaborating across six continents through The ASF's successful meritocratic process known as “The Apache Way”. The Foundation supports the incubation and development of enterprise-grade, freely available software while minimizing potential legal exposure of intellectual property and financial contributions. Apache products benefit millions of Internet users worldwide, with thousands of software solutions available under the popular Apache License distributed in both Open Source and proprietary products. The ASF footprint continues to grow, helping the global Open Source community through mailing lists, mentoring initiatives, and ApacheCon, the Foundation's official conference, trainings, and expo. Day-to-day operating expenses are offset by individual donations and corporate sponsors that include Google, HP, Microsoft, Progress Software, SpringSource, and Yahoo! For more information, visit <http://www.apache.org/>

Press Registration: Press badges are required to gain entry into the conference, expo hall, and all related events. Badges will be issued at no charge to accredited editors, reporters, and camera/sound personnel; press credentials may be obtained in advance by contacting Sally Khudairi of HALO Worldwide via email at <sk@haloworldwide.com> and designating their membership in a press organization. If registering onsite, accreditation requirements include

presenting a business card representing a bona fide media organization or suitable identification for contributors to online outlets (such as blogs); please ensure to specify the names and functional titles of all applicants. Applications that include a letter of assignment on official letterhead signed by the publisher/assignment editor or bureau chief will expedite processing. Badges will be available for pickup on-site at the ApacheCon Registration desk.

Registration: Those who are not members of the media who wish to attend ApacheCon Europe may visit <http://www.eu.apachecon.com/> for delegate registration information.