PRESS FACT SHEET · AUGUST 2026

CityByApp™ & the HeroByApp™ Community Heroes Program

All figures verified against authoritative public sources. If you need a citation we have not listed, call and we will send it.

The Ceremony · Indiana, July 29, 2026

WHAT

On Wednesday, July 29, 2026, a retired U.S. Army Sergeant Major was named Indiana's first Community Hero in the HeroByApp™ Founding 50, a national program honoring one person in each of the fifty states. Indiana was chosen to go first, in America's 250th year.

WHO

Sergeant Major Mary L. Aurtrey, United States Army (Retired). She served 22 years in uniform, then gave 25 years of federal civil service at the Defense Finance and Accounting Service in Indianapolis. Indiana Military Veterans Hall of Fame inductee. Her service story is preserved in the Veterans History Project at the Library of Congress. Certificate No. HBA-2026-IN-01.

WHEN

Held Wednesday, July 29, 2026, 2:00 to 3:00 PM ET.

WHERE

Julia M. Carson Government Center
300 E. Fall Creek Parkway N. Drive, Indianapolis, IN 46205
Conference Room C, second floor

WHAT HAPPENED

The honoree received the HeroByApp™ Community Hero Medal and a Certificate of Honor, and gave remarks. Twenty organizations named in her Letter of Honor were called forward to receive **Recognition Certificates.**

RECOGNITIONS

Sergeant Major Aurtrey also received separate recognitions from **Governor Mike Braun**, **U.S. Senator Todd Young**, the office of **U.S. Congressman André Carson (IN-07)** — the Sheila Corcoran Hoosier Women Hero Award, presented by Heather Harvey — and the **City of Indianapolis**, which proclaimed July 29, 2026 "Mary L. Aurtrey Day" (presented by Ron Rice on behalf of Mayor Joseph H. Hogsett). Each is a separate, nonpartisan recognition; no endorsement of the program is implied.

WHY IT MATTERS

Her recognition opened no-cost verified claiming across all 92 Indiana counties, 1,008 municipalities, and more than 719,000 registered businesses, plus 11 sister cities across 5 continents.

On the venue and attending officials. The venue was provided by the Office of the Center Township Trustee. Elected officials and their representatives attended as invited guests only. No office co-hosts, sponsors, endorses, or partners with the program, and no endorsement is implied by anyone's attendance.

The Company

LEGAL ENTITY	CityByApp™ Inc.
INCORPORATED	Delaware. Operating since 2013.
FOUNDER & CEO	Jerome Mark Mikulich
WHAT IT IS	A verified civic publishing platform. Identity-verified government agencies, nonprofits and licensed businesses publish local information residents can trace back to the source.
TRADEMARKS	CityByApp™, HeroByApp™, ByApp™. First use 2013; federal applications pending. Please use ™, not the registered symbol.
TECHNOLOGY	Verified civic publishing and workflow technology, patent pending.

Live Traction

FOOTPRINT	All 50 U.S. states. Beta-tested in 25 markets.
MEMBERS WORLDWIDE	More than 277,000 (277,602 as of July 2026).
COUNTRIES SERVED	160+ countries and territories.

The Program

NAME	HeroByApp™ Community Heroes Program, a program of CityByApp™ Inc.
TAGLINE	Local Honor · Global Impact
THE FOUNDING 50	50 Heroes, 50 states. One per state, permanent.
PLATFORM ACCESS	Sponsor-funded, no-cost baseline. No public funds required.
GOVERNANCE	Voluntary. Nonpartisan. No endorsement implied.
NOMINATIONS	Open to the public, statewide. Honorees are identity-verified, and public recognition requires their consent.

Leadership

Jerome Mark Mikulich, Founder & CEO. More than 30 years in technology, sales, and civic innovation. Recognized by four consecutive U.S. presidential administrations for civic service.

- President Obama (2017) — President’s Lifetime Achievement Award
- President Trump (2019 and 2020) — President’s Volunteer Service Award, received twice
- President Biden (2022) — President’s Lifetime Achievement Award, 4,000+ hours
- President Trump (2025) — White House Acknowledgment of Innovation, letter from the Office of the President

Sources

AI CONTENT FARMS	3,749 AI Content Farm sites operating with no identity-verified publisher behind them, spanning 16 languages. NewsGuard Technologies, AI Tracking Center, last updated June 23, 2026.
LOCAL NEWS DECLINE	Roughly 3,500 newspapers closed over 20 years; about 50 million Americans have limited or no access to local news. Northwestern Medill, State of Local News, 2025.
INDIANA FIGURES	719,099 registered businesses, 92 counties, 1,008 municipalities. Indiana Secretary of State, INBiz, 2026.

On AI

CityByApp™ has no AI features and no bots. The platform itself generates nothing. Everything published comes from an identity-verified organization that owns it and stands behind it. Whatever tools an agency or business uses to write — the same as any newsroom or office — their identity is verified and they are accountable for what they post. ByApp.ai, the company's AI infrastructure, is in active development; when AI capabilities arrive, AI-assisted content will be clearly labeled.

CityByApp™ verifies the publisher and the source, never the ideology and never the truth of every statement. It is not a regulator and not a political fact-checker.

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