

FOR IMMEDIATE RELEASE

June 7, 2021 #21-21

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City Launches New Innovation Challenge

Maple Ridge, BC: The City is shining a spotlight on creative, locally-sourced solutions for our community through a new initiative. The inaugural Innovation Challenge, led by the City's Economic Development team, aims to generate and celebrate innovative ideas in Maple Ridge.

The competition is looking for citizen-oriented innovations to improve City services or processes, developed in line with Council's five Strategic Priorities and one of the following themes:

- Economically Sustainable Maple Ridge
- Build Back Better: Growth after COVID-19

"Maple Ridge is home to many bright minds and we are thrilled to provide them a platform to showcase their transformative ideas for our community," said Mayor Mike Morden. "It's through events like this that our City aims to become an innovation incubator, producing solutions that drive the evolution of our local economy."

Innovative ideas can be new ones with proven efficacy or ones still in the development stage with demonstrated potential to improve.

An independent panel will evaluate the applications and select those advancing to the final round. Finalists will then be invited to give a brief presentation of their innovation at a Council Meeting in early October, where prizes will be presented by key sponsors and Mayor Morden.

For more information or to enter, visit: innovationchallenge.mapleridge.ca.