

FOR IMMEDIATE RELEASE

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Maple Ridge Launches Second Innovation Challenge

Maple Ridge, BC: On June 1 the City of Maple Ridge's 2022 Innovation Challenge launches. The 2022 theme is **'Nurturing an innovation culture in Maple Ridge.'**

The challenge is looking for businesses who have nurtured an innovation culture in their workplace. A culture of innovation is one which actively encourages and supports creative, even unorthodox, thinking from their people, and allows innovation to flow through it. All sectors of business are encouraged to enter and share the ways that they are innovating to meet today's business challenges.

A culture of innovation is an environment that advances efforts to extract economic and social value from knowledge, and, in doing so, generates new or improved products, services or processes. Organizations that want to stay relevant must keep up - and to keep up, they must foster and maintain a culture of innovation.

The deadline for submissions is July 31. The City is looking for sponsors for the 2022 innovation challenge which will be used for prizes for the contest winners.

Businesses can learn more about the 2022 innovation Challenge and download the application guide book and entry form at <https://innovationchallenge.mapleridge.ca>

If you have questions about the contest please contact Karen Hansen by email at khansen@mapleridge.ca