



For Immediate Release

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NW Innovation Resource Center Announces Launch of Amazon Catalyst Competition to Discover and Reward Big Ideas around Creative-sector Innovations for the Economic Recovery for the City of Edmonds.

Edmonds residents are encouraged to submit their proposals for the chance to win up to \$10,000

Edmonds, WA - June 2, 2020. Today, the NW Innovation Resource Center announced that it is launching an [Amazon Catalyst](#) competition to discover and reward big ideas to residents in the City of Edmonds with Creative-sector innovations for the economic recovery. The contest kicks off today, and residents of Edmonds are encouraged to submit their proposals via catalyst.amazon.com/nwirc-edmondswa beginning June 1 through July 31st, 2020.

Amazon Catalyst competitions look to supercharge innovation by encouraging people in all fields to think big, invent solutions to real-world problems, and make a positive impact on the world. In a post-COVID 19 world, big ideas will be needed to help communities recover and reignite local businesses. The competition is open to all residents over the age of 18 who live in zip codes associated with the City of Edmonds. Winning proposals will be selected by a panel of judges from NWIRC and awarded a total of up to \$10,000 in prizes. Details can be found on catalyst.amazon.com/nwirc-edmondswa.

The City of Edmonds was designated as the first Creative District in the State of Washington. The heart of the Creative Sector includes all the traditional arts and culture establishments, but the sector is much broader and encompasses businesses such as architecture and graphic design. The ability to influence with visual representation can be powerful as the first step to inspiring innovation.

“Being innovative will be critical as we move forward in a safe way toward economic recovery,” said Mike Nelson, Mayor of Edmonds. “Our collaboration with NW Innovation Resource Center and its Amazon Catalyst competition is a meaningful way for us to spark creative thinking among Edmonds residents and support bold ideas to lead the way.”

Residents in the Edmonds area who are interested in participating in NWIRC’s Amazon Catalyst competition should:

- **Dream big** about how to build creative power for change that makes a 10 x improvement to the status quo.
- **Submit a proposal** with a brief description of the problem and their solution via catalyst.amazon.com/nwirc-edmondswa by July 31, 2020.

The Amazon Catalyst program is a unique opportunity for organizations to encourage their community to share their big ideas of how to help. This program gives them a place to launch the next big idea, right in their own hometown.

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The NW Innovation Resource Center is a nonprofit organization that builds innovation capacity within northwest Washington. It assists entrepreneurs and inventors in developing their individual business strategy and execution as they move from idea to success and add to the economic resilience of the region. For more details please visit www.nwirc.com.