



For Immediate Release

NW Innovation Resource Center Announces Launch of Amazon Catalyst Competition to Discover and Reward Big Ideas around Food Supply Chain and the City of Mount Vernon

Mount Vernon residents are encouraged to submit their proposals for the chance to win up to \$10,000 in prizes

June 1, 2020

MOUNT VERNON--Today, the NW Innovation Resource Center announced that it is launching an [Amazon Catalyst](https://amazon.catalyst.com/nwirc-mountvernonwa) competition to discover and reward big ideas to residents in the City of Mount Vernon with Food Supply Chain solutions. The contest is one of eight competitions taking place in eight northwest Washington cities, and it kicks off today. Residents of Mount Vernon are encouraged to submit their proposals via amazon.catalyst.com/nwirc-mountvernonwa beginning June 1 through July 31st, 2020. Other participating cities include; Arlington, Bellingham, Bothell, Edmonds, Everett, Lynwood, and Marysville. Each city has a unique theme of regional significance.

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 Mount Vernon. 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 amazon.catalyst.com/nwirc-mountvernonwa.

"Agriculture is a top industry in Skagit County. The safe and effective supply chain to get products from farm to consumer is a critical component. As we see the current challenges to our food supply chain, we have a great opportunity to consider innovations throughout the system," said Mayor Jill Boudreau of Mount Vernon. "Our collaboration with NW Innovation Resource Center and its Amazon Catalyst competition is a meaningful way for us to not only spark innovative



thinking among the residents of our City but also seek out and reward bold solutions to the future of this industry.”

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

- **Dream big** about how to build Food Supply Chain improvements that make a 10x improvement to the status quo.
- **Submit a proposal** with a brief description of the problem and their solution via catalyst.amazon.com/nwirc-mountvernonwa 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.

###

Media Contact: Lara Merriam-Smith 360-255-7870 LSmith@nwirc.com

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.