

## **HACKING MOUNT PEARL 2022 HAPPENS THIS WEEKEND**

*Team presentations will be broadcast online this Sunday.*

### **FOR IMMEDIATE RELEASE**

**March 25, 2022 (Mount Pearl, NL)** – The City of Mount Pearl is proud to once again present Hacking Mount Pearl for the third time.

First held in 2019, and again in 2020, the city is excited to bring back this event virtually.

“The hackathon brings people from diverse backgrounds and disciplines together to leverage technology and innovation to transform ideas into reality,” said Mayor Dave Aker. “On behalf of my council member colleagues and the city, we look forward to holding this event that will certainly result in creative and innovative solutions.”

This weekend, Friday, March 25th to Sunday, March 27th, the hackathon will feature a keynote address from CoLab co-founder and CEO Adam Keating before registered teams disperse to tackle the challenge that will be presented.

This year, the challenge is focused on post-pandemic business recovery with a special focus on the areas of revenue loss, access to the labour market, and adaptability.

More than 20 teams are currently registered to take on the challenge of developing solutions and win over \$5,000 worth of prizes. Winning teams will be selected by a panel of industry expert judges, and teams will have access to mentors throughout the weekend.

These mentorships and activity sessions for participants come as a result of partnerships with Genesis, Bounce Health Innovation, techNL, Memorial University’s Centre for Entrepreneurship, CoLab Software, Total IQ, Rogue Penguin Creative, Target, the Mount Pearl Paradise Chamber of Commerce, as well as Business & Arts NL.

Each team will present their prototype solutions as part of a broadcasted session that will be available through the City of Mount Pearl’s YouTube channel (<https://www.youtube.com/CityofMountPearl>), hosted by Amy House, on Sunday, March 27th from 1pm to 4pm NDT.

Judges will announce first, second, and third place winning teams during the broadcast.

Learn more by visiting [www.hackingmp.ca](http://www.hackingmp.ca).

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