



PUBLIC SERVICE ANNOUNCEMENT

SMART CITY CHALLENGE COMING SOON – INNOVATIVE IDEAS CAN WIN BIG PRIZES FOR IQALUIT

SEPTEMBER 28, 2017 (IQALUIT, NUNAVUT) – The City is pleased to share information from the Government of Canada on the *Smart City Challenge* – an opportunity for communities across Canada to compete to win prizes for their city, that range from \$5 million for a municipal prize to \$50 million for the grand prize.

A smart city uses technology and data to improve livability and opportunities for the city and its people. Smart cities have the potential to improve every aspect of community life – how people move around, how they live and play, how they earn a living, how they learn and are empowered to participate in society, how they interact with the natural environment, and how they create safe and secure public spaces.

In the lead-up to the launch of Smart Cities Challenge, residents are being asked to start thinking about the top priority for improving their city, and how can smart technology and practices create real impact. The *Smart Cities Challenge* will allow municipalities, regional governments, and Indigenous communities to bring these ideas forward, and the best ones will win.

Through the *Smart Cities Challenge*, the Government of Canada will work in collaboration with communities that are ready to innovate and take risks – providing financial and in-kind support for their smart cities transformation.

There will be three opportunities to participate, and the first one will be announced this Fall, 2017. Additional details on this initiative and how Iqaluit come become involved will be announced in the coming weeks.

For additional information on the *Smart Cities Challenge*, please visit the Government of Canada site at: <http://www.infrastructure.gc.ca/plan/cities-villes-eng.html>

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