



## The MaRS and CIBC Inclusive Design Challenge

### Sharing Kit

You can use the following templates to introduce the MaRS and CIBC Inclusive Design Challenge to your networks. Copy and paste the suggested messaging or personalize it to your liking.

**Thank you for sharing!**

### Social Media

#### LinkedIn

The MaRS and CIBC Inclusive Design Challenge aims to address barriers faced by persons with disabilities in finding meaningful work. Participate now by sharing barriers you have seen, heard, or experienced with us. Each barrier will act as the starting point for a series of Innovation Challenges seeking solutions. Learn more and submit your idea by **March 4 at 11:59pm EDT** for a chance to win **one of 20 \$250 prizes** by visiting: [challenges.marsdd.com/idcideas](https://challenges.marsdd.com/idcideas)

Rules and eligibility here: <https://marsdd.it/3onAQui>. Skill testing question applies.  
#inclusivedesign #innovationchallenge

#### Twitter

Share barriers to employment faced by persons with disabilities in MaRS & CIBC's Inclusive Design Challenge for a chance to win **1 of 20 \$250 prizes**. Deadline March 4: [challenges.marsdd.com/idcideas](https://challenges.marsdd.com/idcideas). Rules & eligibility: <https://marsdd.it/3onAQui>. Skill testing question applies.



## **Facebook**

MaRS Discovery District and CIBC have partnered to bring you the Inclusive Design Challenge. This impactful new initiative aims to address barriers faced by persons with disabilities in finding meaningful work.

Submissions are now open for persons with disabilities and allies to share barriers to employment they have seen, heard, or experienced. Each barrier will act as the starting point for a series of Innovation Challenges to find solutions. Interested? Submit your idea by **March 4<sup>th</sup> at 11:59pm EDT** for a chance to win **one of 20 \$250 prizes**. Learn more at:

[challenges.marsdd.com/idcideas](https://challenges.marsdd.com/idcideas)

Rules and eligibility here: <https://marsdd.it/3onAQui>. Skill testing question applies.

## **Newsletter Copy (<100 words)**

### **Submit ideas NOW to the Inclusive Design Challenge!**

MaRS and CIBC are proud to announce that submissions are open for the [Inclusive Design Challenge](#), which aims to address barriers faced by persons with disabilities in finding meaningful work. Participants are asked to submit ideas and share barriers to employment they have seen, heard, or experienced. These ideas will inform the focus areas for future Innovation Challenges in the series.

Participants must **submit their ideas by March 4<sup>th</sup> at 11:59pm EDT** for the chance to win one of **20 \$250 prizes** (skill testing question applies). Learn more and submit your ideas at [challenges.marsdd.com/idcideas](https://challenges.marsdd.com/idcideas).

[challenges.marsdd.com/idcideas](https://challenges.marsdd.com/idcideas)  
[challenges@marsdd.com](mailto:challenges@marsdd.com)



## E-mail Template

**Subject:**

Hi [Insert Name Here],

I'm excited to share a new and impactful opportunity with you. MaRS Discovery District and CIBC have partnered to bring you the [Inclusive Design Challenge](#)! This initiative aims to address barriers faced by persons with disabilities in finding meaningful work by inviting members of the disability and innovation communities to propose and develop solutions to these barriers. The first Challenge in the series seeks the **input of persons with disabilities and allies to share barriers to employment they have seen, heard, or experienced**. Each barrier will act as the starting point for a series of Innovation Challenges to find solutions.

**The opportunity:** Participate by identifying and sharing major barriers to finding meaningful employment for persons with disabilities by **March 4<sup>th</sup> at 11:59pm EDT** for the chance to win one of 20 \$250 prizes (skill testing question applies).

**How to apply:** Visit [challenges.marsdd.com/idcideas](http://challenges.marsdd.com/idcideas) and "Submit your idea" before March 4<sup>th</sup>. Please read the [contest rules](#) and review the [resources](#) before submitting. Submissions are also welcome by email or mail (see attached overview for more information).

Learn more about the challenge by visiting the official web page <http://challenges.marsdd.com/idcideas>. If you have any questions, please contact [challenges@marsdd.com](mailto:challenges@marsdd.com).

Thank you!

[challenges.marsdd.com/idcideas](http://challenges.marsdd.com/idcideas)  
[challenges@marsdd.com](mailto:challenges@marsdd.com)