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### International Space Apps Challenge

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### Event Details

April 11-13, 2014  
The Ontario Science Centre  
770 Don Mills Rd.

NASA Youth Space Challenge Toronto  
12pm - 5pm April 12th, 2013

Full Event Details & Registration  
[www.spaceappstoronto.com](http://www.spaceappstoronto.com)

Press Information  
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### News Release

## NASA's Open Innovation Manager to Join the International Space Apps Challenge Toronto Team

For Immediate Release: April 4, 2014

Contact: Emma Woolley | [emma@spaceappstoronto.com](mailto:emma@spaceappstoronto.com)

Toronto, ON — Beth Beck, NASA's Open Innovation Program Manager, will be joining the NASA International Space Apps Challenge Toronto team next week, April 11-13, at the Ontario Science Centre.

Beth brings over 25 years of experience at NASA, and her dedication to innovation and collaboration as tools to challenge bureaucratic status quo is well documented: She was one of the first NASA users of Twitter in early 2007 and she created NASA's web-based 3D multimedia collection.

"NASA sent me to attend Space Apps Toronto because it's one of our most successful events," she says. "I'm thrilled the rockstar Toronto team is allowing me to join their enthusiastic community. I'm eager to learn from the best as we tackle some of most pressing challenges facing us on and off the planet."

Last year, Toronto was one of two Canadian cities (alongside Winnipeg) to participate, attracting 150 of the city's best developers, engineers, designers and technologists. There were more than 9,000 participants in 44 countries, making it the largest hackathon in history. Toronto was the third largest event by projects produced.

Canada has long been a valued spaceflight partner of NASA's. "We've been operating Station for over 15 years now and two of the most iconic crew members bear the Maple Leaf: space troubadour and first Canadian Station Commander Chris Hadfield, and the giant robotic handyman Dextre," says Beth. So it's only fitting that this year, the Space Apps Canadian presence has doubled with events in Toronto, Waterloo, Montreal, and Winnipeg.

"We're absolutely thrilled that Beth will be joining us in Toronto," says Co-Organizer Jonathan Moneta. "To have someone from NASA—especially from the Open Innovation program—attend our event is among the highest honours we could receive."

Toronto is one of over 100 cities hosting Space Apps Challenges that weekend, and one winning local solution will earn a semi-permanent home at the Ontario Science Centre. Participants will have the opportunity to visit the planetarium, go on simulated missions to Mars, and more throughout this very special weekend.