



FOR IMMEDIATE RELEASE

Contact:
Morgan Witt, Communications Coordinator
Innovation Academy
(p) 352-294-1785
iacommunications@aa.ufl.edu

Upcoming 11th Annual Catalyst Summer B Innovation Showcase

Gainesville, FL [July 31,2023] – On August 4, the UF Innovation Academy (IA) will hold the 11th annual Catalyst Summer B Innovation Showcase in the Rion Ballroom of the Reitz Student Union.

Catalyst is IA’s summer showcase that inspires students to move their ideas forward beyond the classroom and apply their innovative solutions to the communities they live in even after the course ends. IA has partnered with the COX Enterprises campus in Atlanta, Georgia, and centered this year’s Summer B event on the question, *“How might we reach zero waste at the COX Enterprises campus in Atlanta, Georgia, by 2024?”*

COX Enterprises stands at the forefront of innovation by employing a distinctive approach focused on human-centered design to address challenges. The dynamic environment of IA mirrors COX Enterprises’ dedication to exploring groundbreaking concepts, creating an exciting meeting point for innovation enthusiasts with common interests.

For more information on this collaboration, please visit our [website](#).

IA invites members of the community, family, friends, fellow innovators and people passionate about innovation to attend and have the opportunity to see a variety of student-produced prototypes that seek to answer the guiding question.

+++++

The Innovation Academy (UF IA) is one of the nation’s most forward-looking undergraduate programs – at one of its most dynamic research universities. UF IA gives motivated students a small-college experience focused on innovation, creativity, entrepreneurship, ethics and leadership on a unique spring-summer schedule. UF IA enrolls and supports academically talented students focused on developing knowledge to grow new business opportunities, services and products through curricular and co-curricular experiences.

For more information, please visit the UF IA website at <https://innovationacademy.ufl.edu/>