

2017 mYe-PAGE FUTURE MOBILITY CREATIVITY CONTEST

PRESS RELEASE

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The automotive industry is witnessing a paradigm shift: alternative energy is gradually replacing the conventional gasoline engine, vehicles are getting increasingly connected, autonomous driving is approaching quickly, and car-sharing becomes more and more popular. The transformation is predicted to be comparable to the mass production in the automotive industry nearly one century ago. Can and will Motown lead the future mobility again?

Non-profit organization and local businesses are teaming up to challenge our younger generation in Michigan to understand and embrace the upcoming changes. If you are enrolled in a Michigan school from Grade 1 to 12, and if you consider yourself creative, and imaginative, you are invited to enter the 2017 mYe-Page Future Mobility Creativity Contest. The contest is free to enter.

You are encouraged to conduct some research and tap into your imagination: What will mobility look like in 10 to 20 years from now? What will be the new approach to transport people or cargo from Point A to Point B? Please describe your creative idea briefly (up to 200 words), and you can illustrate your idea with one of the following: 1) a piece of drawing or painting, 2) a multi-media file (i.e. Audio, Video, Animation, Short Film, PowerPoint), 3) a physical property (i.e. model, robot, experimental apparatus), or 4) an essay.

The top 18 entries (six from elementary school students, middle school students, and high school students respectively) will be selected as the finalists, and be invited to a live presentation to a panel of judges. And in each group, one will win the golden prize with cash award up to USD500; two will win the silver prize with award up to USD200 each.

Students can submit their entries between July 1, 2017, 00:00 EDT, and Oct. 2, 2017, 23:59 EDT. Award ceremony will be held in November 2017. Automotive professionals and local government officials will attend and present the prizes to the winners. Please visit the mYe website at www.myefound.com for more details.

The Michigan Youth Empowerment Foundation (mYe) is a 501(c3) nonprofit foundation established to promote STEAM (Science, Technology, Engineering, Arts, and Math) programs to students K-12 and provide opportunities for them to contribute their knowledge to society.

Page Automotive was established in 1969 and currently operates Page Honda Bloomfield and Page Toyota Southfield, the longest serving Toyota dealership in Michigan. It has been proudly servicing Metro Detroit and actively engaged in local community philanthropy ever since.

Please contact Grace Cai @ grace.cai@myefound.org for more details.