



FOR IMMEDIATE RELEASE

DLBA, DDC, AND THE INSTITUTE FOR INNOVATION & ENTREPRENEURSHIP PARTNER AS A FINALIST IN MY LA2050 ACTIVATION CHALLENGE VYING FOR \$200,000 GRANT

Public votes sought for The Sustainable Tech Intellectual Property Education Series.

LONG BEACH, Calif. (June 15, 2018) – The Downtown Long Beach Alliance (DLBA) team up with Long Beach Downtown Development Corporation (DDC) and the Institute for Innovation & Entrepreneurship at California State University, Long Beach to promote The Sustainable Tech Intellectual Property Series (STIPES) in the 2018 MY LA2050 Activation Challenge that kicks off on June 19.

LA2050 is a community-guided initiative driving and tracking progress toward a shared vision for the future of Los Angeles. As part of Los Angeles County, Long Beach qualifies to participate in this exciting signature program. Centered on five goals, the vision of LA2050 is to activate the county as the best place to learn, create, play, connect and live.

Serving as one of five finalists for the award within the Create category, STIPES aims to impact minority and woman-owned firms, number of high-growth startups, patents per capita, and more. The series is focused on providing the tools and skills needed to identify and file patents and other intellectual property protections related to green/sustainable technologies, launching scalable businesses promoting entrepreneurship.

This STIPES proposal is also in alignment with the [City's Economic Development Blueprint](#), adopted in 2017, that defines priorities leading to the creation of businesses, well-paying jobs, and increase the standards of living for Long Beach's diverse residents. The Blueprint advances a 10-year vision for Long Beach to serve as "the city of opportunity for workers, investors, and entrepreneurs."

A call for public vote is requested to win the challenge to award STIPES a \$200,000 grant over a two-year period. Voting starts June 19 for anyone at least 14 years old. Visit <http://bit.ly/voteSTIPES> for more details.

"The LA2050 program is a great opportunity for the Institute to collaborate with DLBA and DDC on fostering an education series focused on launching green tech businesses and creating intellectual property," stated Wade Martin, Director, Institute for Innovation & Entrepreneurship. "The STIPES program can greatly benefit Long Beach and position our City and the greater LA county for sustainable growth in an industry that is critical to our future. We are excited to be a part of the team to make such a positive impact," Wade further commented.

To learn more about STIPES, visit [LA2050 STIPES](#) and vote starting June 19 at 9:00 AM until June 29 at 5PM by visiting <http://bit.ly/voteSTIPES>.

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About DLBA: The Downtown Long Beach Alliance is a 501(c)6 non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org.

About DDC: The Long Beach Downtown Development Corporation is a 501(c)3 non-profit, dedicated to attracting investment to Downtown Long Beach that creates jobs, expands existing businesses, recruits new businesses and promotes mixed-use development. It is also positioned to facilitate real estate development through innovative public/private partnerships; support, expand and grow Downtown businesses by providing access to capital and contribute to the overall economic health of Downtown Long Beach.

About Institute for Innovation & Entrepreneurship: The Institute for Innovation & Entrepreneurship at CSULB provides programming and mentoring designed to unlock the creative energy of students, faculty, staff, and the community that engages stakeholders across campus and in the community focused on the common goal of innovation and entrepreneurship. The primary objective of the Institute is to leverage all this energy and entrepreneurial capital into a driving force for economic development for the greater Long Beach community. Creating economic opportunities will support long-term economic growth that is sustainable and improves the lives of all members of our community, the economy and the greater environment where we live. For additional information, visit <http://www.csulb.edu/institute-innovation-entrepreneurship>.

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