
FOR IMMEDIATE RELEASE

December 14, 2020

**CANADA'S ADVANCED MANUFACTURING SUPERCLUSTER LAUNCHES
YOUTH ENGAGEMENT PROGRAM WITH YOUTH CULTURE INC.**

NGen engages next generation of talent in innovation through pandemic-proof initiatives

HAMILTON, Ontario, December 14, 2020 — Next Generation Manufacturing Canada (NGen), the industry-led organization leading Canada's Advanced Manufacturing Supercluster, collaborates with Youth Culture Inc. to virtually engage youth in industry-led manufacturing projects in Canada.

"Advanced manufacturing offers many of the solutions to today's most pressing problems – from reducing GHG emissions and improving the environment, to fighting COVID-19 and improving health care." Said Jay Myers, CEO, NGen. "It's all about developing innovative solutions – new products and new ways of making things based on intelligent materials, technologies, and equipment. But, it's people who really make a difference in advanced manufacturing – their inspiration, their creative problem solving, and their ability to work together to turn ideas into reality. Next generation manufacturing needs a new generation of Canadians to make great things happen."

"Youth Culture is thrilled to collaborate with NGen on this initiative so that youth can learn about the trailblazing innovation happening right here in Canada," said Kim Cooper, President of Youth Culture Inc. "The pandemic has resulted in a lack of networking opportunities for young people and this kind of initiative provides a chance for youth to connect with industry professionals, and learn about innovative technologies, 21st century in-demand skills and future careers."

The collaboration will include youth-hosted podcasts with NGen project leads, along with a series of Industry Learning Pods where youth can learn about the innovative projects, inspiring stories and emerging opportunities in the advanced manufacturing sector. The Learning Pods will be facilitated by the diverse Youth Advisory Team at Youth Culture and includes guest speakers comprised of NGen project leads.

The first Learning Pod will highlight the NGen collaboration with Sanctuary Cognitive Systems Corporation, ForceN Technology and the University of British Columbia who are working together to engineer a transformational robotic hand. Students will have the opportunity to network with project leads, learn about careers in the space and dig in to this prototype development capable of mimicking the mechanical abilities of a human hand for small part assembly and object manipulation. Future Learning Pods will include topics about cutting-edge food production and alternative proteins, the evolving auto-manufacturing industry, and space robotics technology.

To kick off the Youth Culture collaboration, NGen's Jay Myers was recently interviewed by Youth Team members Binalpreet Kalra and Jaimil Dalwadi for the Youth Culture Podcast. To hear the interview and learn more about the NGen youth initiative, visit youthculture.com/ngen.

About NGen - Next Generation Manufacturing Canada

NGen is the industry-led not-for-profit organization that leads Canada's Advanced Manufacturing Supercluster. Its mandate is to help build world-leading advanced manufacturing capabilities in Canada for the benefit of Canadians. NGen works to strengthen collaboration among its membership of more than 3,000 manufacturers, technology companies, innovation centres, and researchers, and provides funding and business support to industry-led initiatives that aim to develop, apply, or scale-up transformative manufacturing solutions in Canada for commercialization in global markets.

About Youth Culture Inc.

Youth Culture Inc. is a Canadian social enterprise bridging the gaps between youth and industry through a diversity and inclusion lens. Recently launched after the pandemic hit, Youth Culture provides pandemic-proof engaging and meaningful opportunities for youth to connect with industry professionals, learn about innovation, and share their voice on relevant topics. Youth Culture is proud to collaborate with industry-leading companies and organizations including TD, MNP, Lakeside Process Controls, CompTIA and NGen.

-30-

MEDIA CONTACTS:

Robbie MacLeod
Next Generation Manufacturing Canada
613-297-3578
robbie.macleod@ngen.ca

Kim Cooper
Youth Culture Inc.
416-671-6597
kim.cooper@youthculture.com