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## Minneapolis Idea eXchange (MiX) 2017 Highlights Innovative Collaborations for the Greater Good and Inspires New Non-Profit and Business Connections

**MINNEAPOLIS (October 17, 2017)** — The [Minneapolis Idea eXchange](#) (MiX), an initiative of the mpls downtown council's *Intersections: The Downtown 2025 Plan*, will host its fourth annual gathering on Tuesday, October 24 from 4:30-7:00 p.m. at Brave New Workshop in downtown Minneapolis. Networking begins at 4:30 p.m., with the program beginning at 5:00 p.m. and concluding at 7:00. There will be an optional social activity from 7:00-7:30 p.m.

MiX is a place for people of all backgrounds and expertise to come together, meet one another and share ways we can better our community. MiX addresses major topics affecting our city in an interactive, engaging and entertaining way in an event that is free and open to the public.

REGISTER for MiX Minneapolis here: <http://www.minneapolisideaexchange.com/signup>.

This year's event will highlight innovative collaborations for the greater good through case study discussions and an interactive session. MiX will feature leaders in Minneapolis who are doing remarkable things that connect people to causes, outreach to communities and goods to those in need with maximum impact. The panel discussion will include:

- **Jim Delaney** – Engine for Good (Moderator)
- **Joy King** – Be The Match
- **Ravi Norman** – Thor Construction
- **Liz Tupper** – Software for Good
- **Tyler Van Eps** – Matter NGA

“We’ve seen great growth in our downtown community, and part of that growth stems directly from innovative thinking that brings different business models together through unique partnerships,” mpls downtown council president and ceo Steve Cramer said. “MiX does a great job of celebrating innovation in our community, and this year’s program will again shed light on ways we can think outside the box about working together.”

MiX's networking session will include food and drink to kick off the evening followed by the program, which will include a brief improv exercise led by Brave New Workshop's Elena Imaretska. The evening's panel conversation will dive into the evolution of greater good collaborations and provide attendees with an opportunity to model scenarios that can contribute to innovative ways to address Minneapolis' challenges.

“MiX’s format offers a topic and invites the broader Minneapolis community to work together to create new approaches to problem-solving,” MiX co-chairs Eric Caugh and Jennifer Gilhoi said. “This year, we want to demonstrate how innovative leaders here in Minneapolis have created some very exciting models outside of traditional for-profit business and non-profit organization silos. We want to challenge attendees to consider how they might think differently about collaborations that can impact the city.”

MiX initiates cross-collaboration and showcases how those who live, work and play here can connect and innovate. The October event will be the fourth MiX event since officially launching in 2014. It has continued to evolve to provide a forum for the community to come together.

**about the mpls downtown council:**

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council is a membership-based entity that works to create an extraordinary downtown. The mdc’s collaborative developments of *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit [www.mplsdowntown.com](http://www.mplsdowntown.com) or follow us on [Facebook](#), [Twitter](#) and [Instagram](#) @mplsdowntown.

**about the 2025 Plan:**

[Intersections: The Downtown 2025 Plan](#) is a vehicle to help leaders and citizens build on downtown’s assets and guide its development in ways that reflect the community’s aspirations for a downtown mpls that is thriving, livable, green, connected and welcoming in the decades ahead. This includes initiatives to double downtown’s residential population, transform Nicollet into a must-see destination, implement a Gateway area and other green elements throughout downtown, create a compelling and walkable environment around the clock, lead the nation in transportation options, end street homelessness, forge connections with the University of Minnesota and more. *The 2025 Plan* is a mpls downtown council initiative established in 2010.

**about the Minneapolis Idea eXchange:**

MiX is a community-powered event that encourages discourse on the topics impacting our city and celebrates the nationally recognized ingenuity and talent rooted in Minneapolis. The Minneapolis Idea eXchange is an initiative of the mpls downtown council and supported through community leaders, our MiX Luminaries. For more information, visit [www.minneapolisideaexchange.com](http://www.minneapolisideaexchange.com) or follow along @MiXMpls on [Facebook](#) and [Twitter](#).

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