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**MEDIA RELEASE**

# Media Advisory: SFU student innovations to be showcased at Opportunity Fest

March 21, 2016

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**Video:** <http://at.sfu.ca/kPXVSf>

The sixth annual Opportunity Fest showcasing Simon Fraser University student innovations and entrepreneurs will be held at SFU's Surrey campus on Tuesday, Mar. 22, 5 p.m. – 9 p.m.

Hosted by SFU's Beedie School of Business, this marketplace-style festival showcases student products and ventures to the wider community. Innovative products, solutions and projects, including product prototypes and business plans will be exhibited.

Structured health programs for healthier companies, import and retail of Canadian and European wines in Japan, capsule hotels, wearable tech for hockey players, a survey and analytics service using drones, a socially conscious fashion line, and a customizable hearing aid designed for developing countries will be among the many innovations showcased.

Media are invited to attend this event celebrating and highlighting the increasing interdisciplinary collaboration seen at SFU, particularly at its Surrey campus. There will also be a showcase of "junior innovators" from Fraser Heights Secondary in Surrey and the Inquiry Hub in Coquitlam.

"Opportunity Fest is a fantastic example of the flexibility that SFU entrepreneurship and innovation students have to choose their own adventure," says Sarah Lubik, Opportunity Fest organizer and SFU's director of entrepreneurship.

Judges from industry, academia and the wider community will engage with student teams, evaluate their endeavours and award a number of cash and gift prizes for a variety of categories.

The award categories are: most impactful solution, most innovative technological solution, most investable opportunity, Mr. and Ms. Opportunity and entrepreneurs' choice. The project best demonstrating a dedication to economic, social and environmental impact will also win the Grand Prize in Triple Bottom Line Innovation.

**WHAT:**

- Opportunity Fest

**WHEN:**

- Tuesday, Mar. 22
- 5 p.m. – 9 p.m.

**WHERE:**

- SFU's Surrey campus (WestStone Group Grand Hall)
- 250-13450 102nd Avenue, Surrey

**LEARN MORE:**

- [Opportunity Fest 2016](#)

**ABOUT SIMON FRASER UNIVERSITY:**

As Canada's engaged university, SFU is defined by its dynamic integration of innovative education, cutting-edge research and far-reaching community engagement. SFU was founded 50 years ago with a mission to be a different kind of university—to bring an interdisciplinary approach to learning, embrace bold initiatives, and engage with communities near and far. Today, SFU is Canada's leading comprehensive research university and is ranked one of the top universities in the world. With campuses in British Columbia's three largest cities – Vancouver, Burnaby and Surrey – SFU has eight faculties, delivers almost 150 programs to over 35,000 students, and boasts more than 135,000 alumni in 130 countries around the world.

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Simon Fraser University: Engaging Students. Engaging Research. Engaging Communities.

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