



Net Change 2010

Powered by **MaRS** June 7 - 11

TECHNOLOGY FOR SOCIAL CHANGE

Net Change Week is back – bigger and bolder in 2010. This year it's all about social. That means more than coffee or updating your Facebook status. For the Social Innovation Generation team at MaRS (SiG@MaRS), Net Change Week will explore how social technology is profoundly changing our society.

Every day we engage in a multiplicity of online and offline conversations managed or facilitated by technology innovations. The Net Change team is particularly interested in those technologies that can move beyond conversation and actually create positive social change. **From the distribution of health information via SMS, to the organization of mass volunteerism online**, we want to showcase the latest platforms and reveal the torrent of talent here in Toronto.

Net Change Week 2010 will build on the success of its inaugural year with deeper collaboration across the city. **CanadaHelps.org** in partnership with SiG@MaRS will present **MyCharityConnects** – a 2-day intensive training with 250 participants from non-profits and charities. **Toronto Public Health** will join the Net Change team to showcase their groundbreaking use of SMS with at-risk communities in the GTA.

Net Change Week will move temporally through the week starting with **social technology organizations need to know about today, to mobile platforms transforming communication strategy, to future technologies** and how they will accelerate the realization of social change.

Net Change Lead, Lisa Torjman is excited by the stories that will be told. “Our keynote presentations will highlight transformative social movements and the **value of idealism** in realizing mission. Our Future Panel will take this conversation next level – bringing the brightest minds from Canada and around the globe to MaRS – for a conversation that will reveal **where this speedway of technology innovation may lead us.**”

Net Change Week is not like any other Toronto event. It's not a social media conference. It's not just about technology. The application of the tools and strategies revealed during the week are driving global social change movements. Technologies in development today will be used to address the greatest social and ecological challenges this world is facing. See them demonstrated here at Net Change Week 2010.

For a current list of our scheduled events, visit our website at <http://netchangeweek.ca>

To book an interview or for filming opportunities, please contact:

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