



For Immediate Release
April 10, 2017

Hartsfield-Jackson Atlanta International Airport Hosts Ideation Event

ATLThinks! to focus on aviation, seeks tech and industry innovation

ATLANTA – Registration is open for ATLThinks!, an incubator program designed to highlight metro Atlanta’s innovative individuals and companies through a series of ideation labs, hackathons and pitch competitions. The spring 2017 edition will feature entrepreneurs and engineers, students and instructors, and experts and novices working on aviation-focused projects that will impact the airport of the future.

Three divisions of participants (college students, professionals and startups less than 3 years old) will work to solve challenges faced by airports around the world. The winning team from each division will deploy its solution with Hartsfield-Jackson Atlanta International Airport (ATL) and retain the intellectual property for future use.

A dramatic pitch competition May 24 will determine the winners.

Registration and additional information can be found at <http://atlthinks.com/>.

WHAT: ATLThinks! 2017 Aviation Industry Innovation Incubator

WHEN:

April 23: Registration closes

April 29: Problem-solving lab @ General Assembly (noon – 5 p.m.)

May 5 - May 7: Hackathon

May 15 - May 19: Pitch competition prep office opens

May 24: Pitch competition

MEDIA NOTE: On-camera interviews can be scheduled at your convenience; the final pitch competition is always compelling and interesting.

###

Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson (ATL) is the world’s busiest and most efficient airport, serving more than 104 million passengers annually with nonstop service to more than 150 U.S. destinations and 70 international destinations in more than 50 countries. ATL boasts a direct economic impact of

\$34.8 billion in metro Atlanta and a total direct economic impact of \$70.9 billion in Georgia. The Airport is the largest employer in Georgia, with more than 63,000 employees. The Airport is a frequent recipient of awards of excellence for concessions, operations, sustainability, architectural engineering, and construction. ATL is now in the midst of a \$6 billion capital improvement program, ATLNext, that will modernize the Domestic Terminal and concourses, create new parking decks, construct a 440-room hotel, Class A commercial office space, add a new runway, new concourse and expand cargo facilities. For more information, visit www.atl.com.

NOTE TO NEWS EDITORS

For HD broadcast quality b-roll of airport operations, events and generic interior/exterior shots, click here to view our ATL Video Newsroom: <https://vimeo.com/atlairport/channels>