



FOR IMMEDIATE RELEASE

Synapse Florida Receives \$50,000 Grant from SunTrust Foundation

Grant will help reward innovative solutions for business challenges

TAMPA, Fla., June 3, 2019—Synapse Florida today announced a \$50,000 grant from the SunTrust Foundation to support Synapse Challenges, a competition that empowers Florida’s most innovative and talented minds to solve today’s business challenges. “Because of the SunTrust Foundation’s generosity, we’re harnessing the power of the community to collaborate across industries, geography and technology to transform more businesses and help them thrive,” said Lauren Prager, vice president of communication and programming for Synapse.

Synapse and the SunTrust Foundation are looking for businesses across Florida to submit a challenge they’d like to pose to the innovation community. All interested businesses are invited to submit their challenge on the Synapse website at <https://synapsefl.com/suntrust/> by June 15. Challenge winners will be announced on July 1.

“Partnering with Synapse is another great way we can help light the way to financial well-being in our communities,” said Scott Cathcart, SunTrust Bank Florida division president. “On behalf of the SunTrust Foundation, we’re proud to support Synapse Challenges and look forward to seeing how this crowdsourcing effort will drive innovation to benefit businesses across Florida.”

Synapse Florida created the challenges competition to connect entrepreneurs and innovators to problems that they can solve while building meaningful, impactful connections with local businesses. Synapse is positioned to activate Florida’s talent pipeline across the state while also helping the challenge companies as they meet bright minds and may receive dozens of new solutions in a way that is often faster and less expensive than with traditional research and development.

The SunTrust Foundation will support a challenge on behalf of two nonprofit organizations and one for-profit company. A panel of judges, including a representative from the chosen organizations, Synapse and the SunTrust Foundation, will review the entries and select the top submissions, which will move on to the next stage of presenting their challenge to the community.

To learn more about Synapse and successful past challenges, visit synapsefl.com/challenges. To submit your business or organization for challenge consideration, apply at <https://synapsefl.com/suntrust/> by June 15.

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About Synapse Florida

Synapse Florida is a nonprofit 501(c)(3) organization that connects entrepreneurs, talent, investors, corporations,

educational institutions, and other stakeholders to accelerate success in Florida's thriving economies. Based in Tampa, Fla., Synapse helps people find what they need and share what they have in three ways:

Synapse Summit – a live two-day celebration of innovation where visionaries, doers and success-makers connect with the latest transformational innovations across all industries.

Synapse Connect – an online platform that allows innovators to easily and quickly connect with the resources they need to accelerate success.

Synapse Challenges – a crowdsourcing solution for organizations to solve real-world problems and create new opportunities for forward-thinking businesses and people.

For more information about Synapse, please visit www.synapsefl.com.

About SunTrust Foundation

The SunTrust Foundation is committed to SunTrust Bank's (NYSE: STI) purpose of Lighting the Way to Financial Well-Being by engaging with local and national organizations to advance financial confidence. Grants and activities focus primarily on financial education, financial counseling, career readiness and small business/entrepreneurship, in addition to local community grants. The SunTrust Foundation supports American Red Cross disaster relief efforts and contributes as a United Way Global Corporate Leader. Established in 2008, the SunTrust Foundation has proudly provided grants totaling more than \$170 million throughout the United States.

Media Contacts:

Synapse Florida

Jonathan Torres, Director of Marketing E: jonathan.torres@synapsefl.com

P: 954.261.9799

SunTrust Foundation

Audria Belton, First Vice President, Corporate Communications E: audria.belton@suntrust.com

P: 404.813.3664