

## RUNWITHIT SYNTHETICS RECEIVES FEDERAL FUNDING TO SCALE UP AND GROW

### For Immediate Release

**EDMONTON, AB — (April 29, 2022)** — RUNWITHIT Synthetics (RWI) is pleased to announce they are one of the recipients of significant federal support for promising and high-growth Edmonton companies. These funds will help 11 Edmonton area businesses scale up, expand, and introduce innovative products and services to new markets. The money will also support three Edmonton innovation organizations: Innovate Edmonton, the Northern Alberta Institute of Technology (NAIT), and Startup TNT. These organizations will, in turn, provide growth opportunities to small- and medium-sized businesses.

RUNWITHIT Synthetics CEO, Myrna Bittner, was emcee for the funding announcement event held at the new RWI office at 10117 Jasper Avenue in Edmonton. In attendance to do the communique was the Honourable Daniel Vandal, Minister for Prairies Can, and the Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance. Also present was Dr. Jacqueline Shan, CO, PBG BioPharma; Reza Nasser, CEO, Landmark Group of Companies; Catherine Warren, CEO, Innovate Edmonton; and Laura Jo Gunter, President and CEO, NAIT.

The financial support comes through three programs that PrairiesCan administers. They are the Business Scale-up and Productivity (BSP) program, the Jobs and Growth Fund (JGF), and the Regional Innovation Ecosystem (RIE) program. The role of PrairiesCan is to diversify the economy across the prairies, and RWI has been in business since 2014, working hard to add to that diversity with their unique approach to problem-solving.

RUNWITHIT Synthetics creates living, digital models of regions, complete with people, lives and livelihoods, and infrastructure to support strategic decision-makers answering unprecedented questions around decarbonization and resilience. RWI's Synthetic Modelling Platform generates data from future scenarios and quantifies impacts and outcomes for people, infrastructure, and policies.

*"This support from PrairiesCan enables RUNWITHIT, a global award-winning, women-led Certified Aboriginal Business, to accelerate transformative and convergent futures in energy mobility and resilience. We are looking forward to growing our team and business development success,"* said Myrna Bittner.

### About RUNWITHIT Synthetics

RUNWITHIT Synthetics is a women-led, certified Aboriginal business that accelerates the design and de-risking of complex global systems. RWI creates synthetic models, living geospatial models of cities, citizens, activity, and infrastructure through the intersections of people, technology, and infrastructures like roadways and utilities. Limitless future scenarios are dialed forward to analyze, compare, validate, and quantify unexpected ripple effects and outcomes. RWI works with global leaders to get ahead of disruptive change. [www.rwisynthetics.com](http://www.rwisynthetics.com)