

ProfoundImpact

FOR IMMEDIATE RELEASE

WATERLOO STARTUP LAUNCHES IMPACTFUL ACTIONS AWARD AS PART OF SECOND ANNUAL PROFOUND IMPACT DAY CELEBRATION

Waterloo Region's very own Dr. Feridun Hamdullahpur announced as inaugural recipient of the Award

WATERLOO, ON | SEPTEMBER 14, 2021 — Profound Impact™ Corporation, a Waterloo Region-based startup providing a next-generation social engagement and interaction platform, today celebrates the second annual Profound Impact Day by announcing the launch of the Impactful Actions Award program. Presented at the virtual Profound Impact Day event, Profound Impact™ is pleased to award Dr. Feridun Hamdullahpur, former President & Vice Chancellor (2010-2021) and Professor of Mechanical and Mechatronics Engineering at the University of Waterloo as the 2021 recipient.

The Impactful Actions Award is an annual awards program recognizing leaders from around the world who are making a profound impact on the global community by inspiring collaborative solutions to difficult problems. A monetary contribution will be made in honour of Award recipients to an initiative or cause that aligns with their work and impact.

In Dr. Hamdullahpur's honour as recipient of the 2021 Impactful Actions Award, Profound Impact™ has chosen to donate to the University of Waterloo Student Wellness fund. This fund supports student success by ensuring students have access to resources that promote their physical and mental wellbeing.

“The Impactful Actions Award program brings together two of our core values at Profound Impact™: collaboration and making a positive impact,” said Sherry Shannon-Vanstone, Founder and CEO, Profound Impact Corporation. “It's always exciting to see the ways our platform is being used to connect people and facilitate future impactful endeavours. It is an honour to recognize Dr. Feridun Hamdullahpur this Profound Impact Day for the impact he has made on university education, research and scholarship in our broader society through constant reform and innovation in the higher education sector, in addition to his involvement in the United Nations' HeForShe initiative to take action on gender inequality.”

Celebrated annually on September 14, Profound Impact Day is a celebration of the world's diverse leaders and changemakers who are leaving their mark on the global community through their initiatives, influence and impact.

This year, Profound Impact™ hosted a series of events engaging innovators, thinkers and doers from across Waterloo Region and the world as part of the Profound Impact Day celebration.

Beginning with a virtual event featuring a fireside chat with Dr. Feridun Hamdullahpur, discussing his previous work with the United Nations' HeForShe Alliance as a 10x10x10 Impact Champion, the Impactful Actions Award was debuted in its inaugural year.

Further, Profound Impact™ is thrilled to be supporting [Hack the North](#), Canada's largest hackathon. Announced yesterday, the organization is hosting a pre-hack challenge for hackers to warm up for the 36-hour Hack the North event. Profound Impact™'s Chief Strategic Advisor, Brian Romansky, will present a Tech Talk titled "AI Technology for Data Aggregation and Normalization - Shifting the Value Proposition of Distributed Data", taking place from 7:00-7:45pm on Saturday, September 18th.

To conclude the Profound Impact Day 2021 series of events, Profound Impact™ is pleased to announce the launch of their new career trajectory product, designed to help universities and colleges, research institutions and social impact organizations gain important alumni insights, develop new strategy and programming, and identify career progression success stories.

Even with the development of new and innovative products, Profound Impact™ remains dedicated to expanding the possibilities of its digital communities, recognizing them as one of the most important tools to help organizations continue to innovate, scale and strengthen — especially as the world emerges from the ongoing pandemic.

"Discovering new relationships, no matter where you are in the world, empowers collaboration. Now more than ever, a thriving digital community can help both individuals and organizations amplify the impact of the work they are doing," said Sherry Shannon-Vanstone.

For more information on Profound Impact™ and the Impactful Actions Award, please visit www.profoundimpact.com. See how Profound Impact™ is being deployed by visiting <https://demo.profoundimpact.com/>.

ABOUT PROFOUND IMPACT CORPORATION

Profound Impact connects great people to do great things by providing a unique and transformational digital community to measure the worldwide impact of an organization and by facilitating and accelerating connectivity to inspire collaborative solutions to difficult global problems.

Website: www.profoundimpact.com

Facebook: [@aprofoundimpact](https://www.facebook.com/aprofoundimpact)

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