

My name is Addison DeLancey and I am reaching out to you because I believe you'll be interested in National Geographic's current initiative, the [CHASING GENIUS](#) Challenge.

In short, CHASING GENIUS is a new initiative built on the premise that transformational ideas can come from anyone and anywhere. We are currently soliciting ideas—big and small—around three critical issues: **sustainable planet, global health, and feeding 9 billion**. Between now and July 31, participants are asked to submit a simple 60-second video and a quick description of their idea to [www.natgeochasinggenius.com](http://www.natgeochasinggenius.com). Videos that meet all the challenge requirements will then be posted to the CHASING GENIUS website for the world to see and will have a chance to win one of four **\$25,000 grand prizes!**

I know you and your team at Northwestern's McCormick School of Engineering support some amazing ideas and initiatives. My hope is that you will be able to pass along word about this challenge to some of your students, researchers, and fellow faculty members. This is a fantastic opportunity for students and academics alike to share their genius ideas with the world and make the Northwestern community proud.

Thank you in advance for helping us to get the word out. If you or anyone else has questions about the competition — or would like some simple cut-and-paste language or images for social media — please feel free to reach out to me any time!

Addison DeLancey  
National Geographic CHASING GENIUS Community Manager