



News Release

(For immediate release)

Inbox Booths Wins Contest Between Vancouver Brands With Plan to Paint the Town Yellow

*low cost, low tech solution to social isolation collects trophy and marketing support
at second annual Brand Battle for Good hackathon*

VANCOUVER, British Columbia (October 13, 2022) – The Inbox Booths team – with their idea for “the ultimate ice breaker” – won the top honour on October 5, 2022 to close the second annual Brand Battle for Good. The latest iteration of the competitive hackathon between local brands targeted social isolation and sought to rewrite Vancouver’s reputation as a lonely city. The “Hello Yello” concept emerged victorious after event attendees at the Roundhouse Community Centre voted for their favourite from three finalists pitches. Team Inbox Booths received the first place trophy, crafted from recovered wood by Made to Fly Design, and \$25,000 in in-kind marketing support, sponsored by Daily Hive and Ripple of Change, to help launch their initiative.

Hello Yello will apply yellow paint to existing features like park benches, wheelchair accessible platforms, picnic tables and café tables to designate these as spaces where people are encouraged to have spontaneous conversations with whomever joins them. “The challenge is to encourage a mindset shift in Vancouver towards conversation and connection,” said Joshua Harris, founder of Clear & Loud, who co-presented their pitch with teammate Adlin Alwyn. “Our ambition is to spark a worldwide movement of authentic, human interaction and spontaneous conversations,” he added. A publicity campaign, volunteer training and resources for participation will be developed.

The guest panelists invited to question and challenge the finalist pitches praised Hello Yello for its low cost, low tech implementation and high accessibility potential. Andrea Reimer, one of the five panelists and a former city councillor, encouraged the team to bypass as much red tape as possible and activate their idea. “The enthusiasm from the panel and then winning the crowd vote energized our commitment to bring the Hello Yello vision to life,” said Harris, “so we set up our [Instagram](#) and we’re seeking community partners to help us paint this town yellow.”

Reflecting the multitude of companies that participated in the Brand Battle for Good, Inbox Booths bought the table and pulled together like-minded friends to fill the other seats. Harris and Alwyn (Zaber Technologies) were joined by Tyler Ngo, Sarah William and Reuben Zuidhof of Inbox Booths; Kelly Lamb (Clear & Loud); Gracie Coggan (Release the Hounds); Darya Abdollahi (EDGE Construction); Anusha Ramachandran (Master of Business Analytics at UBC Sauder); Joshua Jansenvandoorn; and student Kyle Rask (IDEA School of Design, Capilano University).

“The true reward from this event is the realization of a great idea that sparks real change in our community,” explained Scot Sustad, co-founder Digital Hot Sauce and co-founder of Brands for Better Foundation, the not-for-profit that created and hosts the Brand Battle for Good. “If you want to see Vancouver move away from its reputation as a cold city where it’s hard to make friends, to a connected and welcoming city, we welcome and encourage you to support Hello Yello or one of our other initiatives.” The winning concept of the 2021 hackathon was launched 12 months later as [EcoMeter](#), a resource for finding local restaurants that are taking steps to reduce waste. Similarly, Hello Yello is projected to launch a year from now, powered entirely by volunteer effort.

ABOUT BRANDS FOR BETTER FOUNDATION

Brands for Better Foundation is a volunteer-driven not-for-profit organization based in Vancouver, BC, that channels the power of brands to do good on a local level. We exist to make a bigger change together than we ever could alone. We help brands unite to tackle pressing environmental and social issues in our community. We develop inclusive events and initiatives that inspire brands and individuals to come together to spark positive, measurable action. We are a network of people and brands that care. Visit www.brandsforbetter.ca for more info.

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Google Drive link to [supportive images](#).

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