IM²C promotes the teaching of mathematical modeling and applications at all educational levels for all students. It is based on the firm belief that students and teachers need to experience the power of mathematics to help better understand, analyze and solve real world problems outside of mathematics itself—and to do so in realistic contexts. The Challenge has been established in the spirit of promoting educational change.

This year the annual awards ceremony will be held in Shanghai, China in late July in connection with ICME (the International Congress on Mathematics Education). Outstanding team members and their advisors will have their transportation as well as room and board paid for.