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TEDxPeachtree Announces Theme, Date and Call for Speakers for Fourth Annual Conference

ATLANTA, February 22, 2012– Following the success of 2011's third annual TEDxPeachtree event: "Breakthrough," the organizing committee is pleased to announce the 2012 conference date and theme. This year's event will take place Friday, November 2, 2012 and the theme is "Transcend." Nominations for speakers are being accepted online at www.tedxpeachtree.com now through mid-May.

The concept of transcending or rising above traditional boundaries and succeeding is highly relevant in the challenging realities of the 21st Century. The "Transcend" programming this year will curate presenters with transcendent ideas, those who have undertaken transcendent acts and those with inventions or research that rise above conventional wisdom. Each presenter will engage the attendees with his or her personal interpretation of transcending boundaries to create "ideas worth spreading."

Al Meyers, co-organizer of TEDxPeachtree, has seen not only this TEDx event grow in attendance each year, but has also seen how the sheer number of TEDx events around the world are growing in leaps and bounds, proliferating to more than 3,000 events, 120 countries and 40 languages respectively: "Just as TED is constantly breaking through to a wider and wider audience, so is TEDxPeachtree."

For more information about the conference, visit <http://www.TEDxPeachtree.com> or follow us on Twitter at <http://twitter.com/TEDxPeachtree> or on Facebook at <http://www.facebook.com/TEDxPeachtree>.

About TEDx

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

About TEDxPeachtree

TEDxPeachtree, a 501(c) 3 organization, seeks to develop and share a TED-like experience on a regional level by bringing together inspirational leaders, innovators, artists and entertainers in metro Atlanta. Led by local entrepreneurs Al Meyers and Jacqui Chew, the TEDxPeachtree team is comprised of an all volunteer team of individuals hailing from an eclectic mix of professions. For more information about the conference, please visit www.tedxpeachtree.com.

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 26 years ago, TED has grown to support those world-changing ideas with multiple initiatives. At TED, the world's leading thinkers and doers are asked

to give the talk of their lives in 18 minutes. Talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Benoit Mandelbrot, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. Two major TED events are held each year: The TED Conference takes place every spring in Long Beach, California (along with a parallel conference, TEDActive, in Palm Springs), and TEDGlobal is held each summer in Edinburgh, Scotland.

For information about TED's upcoming conferences, visit <http://www.ted.com/registration>

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