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Tickets on Sale Now for Georgia's Fourth Annual "Brain Spa" Conference *TEDxPeachtree 2012 Increases Audience Capacity to Meet Demand*

ATLANTA, August 9, 2012– The TEDxPeachtree organizing committee is pleased to announce that conference tickets are now available for purchase online at <http://TEDxPeachtree2012.eventbrite.com>. This year's event will be held on Friday, November 2nd at the historic Buckhead Theatre on Roswell Road.

"With three conferences under our collective belts, the team challenged itself to 'step it up' a notch this year," said Jacqui Chew, TEDxPeachtree co-organizer and local entrepreneur. "We are pleased to be able to expand capacity to 400 attendees this year and look forward to sharing what we believe will be an inspirational day. Having the storied Buckhead Theatre as the backdrop will be the proverbial icing on the cake."

The 2012 speaker line-up is comprised of world-class engineers, artistes, inventors, technologists and authors. Speakers will draw inspiration from the conference theme, "Transcend" and talks will span a wide array of disciplines including psychology, neuroscience, bio-diversity, social anthropology and transmedia storytelling. For a complete list of this year's presenters, please visit <http://tedxpeachtree.com/program/2012-presenters>.

And, as a testament of the caliber of TEDxPeachtree speakers, talks by three speakers from previous TEDxPeachtree conferences were selected by TED and featured on the popular TED.com which attracts a global audience.

Tickets are available while quantities last at <http://TEDxPeachtree2012.eventbrite.com>. The "early bird" ticket price is \$139 per ticket and the price of admission includes:

- A dozen thought-provoking talks and performances curated to delight and challenge conventional wisdom
- Some of the city's best networking with creatives, thinkers and doers
- Lunch and refreshments

TEDxPeachtree is made possible by an all-volunteer team and corporate sponsors who share TEDx values such as diversity of thought, love for innovation, sustainability and of course, spreading ideas worth sharing. For more information on how to become a sponsor, please visit <http://tedxpeachtree.com/sponsors/>.

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, TEDTalks 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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