

FOR IMMEDIATE RELEASE

Media Contact: Jacqui Chew
404-964-6336
Jacqui@ifusionmarketing.com
Twitter: @jacquichew

TEDxPeachtree Challenges Atlantans

with the Question of “What if...?”

ATLANTA, December 10, 2009 – A capacity crowd of more than 100 attendees, but with a larger, globally stratified online audience that included viewers from six of the seven continents, participated in the inaugural TEDxPeachtree Conference which was successfully held at the Savannah College of Art and Design last Friday, December 4th, 2009. The diverse audience comprised of both business owners and industry professionals, hailed from a variety of sectors including education, technology, professional services and financial services, enjoyed a day of networking, thought-provoking presentations and peer discussions on “ideas worth spreading.”

“Challenging the audience to be inspired by topics that transcend their everyday lives is part of the TEDx experience,” said Al Meyers, Founder and official licensee of TEDxPeachtree. “We set the bar very high with the presenters for our inaugural event, with the hope that we will be able to host future TEDxPeachtree conferences so that we can expose more people from Atlanta and beyond to this unique experience,” he added.

Organized around the theme, “What if...?” the conference featured 13 live and recorded presentations on diverse topics as follows:

- A future of glasses-free 3D entertainment
- The impact of \$5/gallon of gas on our daily lives
- Bringing to Atlanta a globally renowned program that uses music as an instrument for social change
- An argument for leveraging the world’s best practices in medicine to transform the lives of Georgians and the rest of our nation
- A rare Japanese art form that allows artists to “paint on water”
- A humorous, yet actionable monologue about the follies of the current air travel experience
- A foray into hip hop culture from a global perspective
- A revolutionary invention that brings a bulk-water solution to the world’s impoverished areas
- A provocative talk demonstrating how comic books can be used in the modern classroom

The conference closed with a rousing presentation on artistry and entrepreneurship by critically-acclaimed violinist (and Macon native) Robert McDuffie. To dramatically illustrate his topic, the violin virtuoso serenaded the crowd with his \$3.5 million dollar 1735 Guarnerius violin. McDuffie's presentation received a standing ovation marking a fitting end to a day of inspiring and insightful talks.

A full event program can be found at <http://www.tedxpeachtree.com/program>.

"I've been attending the TED Conference for 10 years now and TEDxPeachtree successfully captured the essence of TED, which is about showcasing ideas that matter," said Bill Nussey, TEDxPeachtree attendee and CEO of Silverpop Systems, Inc.

The event was organized by an all-volunteer team led by local entrepreneur and previous TED Conference Attendee, Al Meyers. Event attendance was free but attendees had to submit an application which was vetted by the organizing team who sent invitations to successful applicants. For updates on TEDxPeachtree and information about TEDxPeachtree 2010, please sign up at <http://bit.ly/766UYv>.

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 seeks to develop and share the TED experience on a regional level by bringing together inspirational leaders, innovators, artists and entertainers in metropolitan Atlanta. An all-volunteer effort from a team of dedicated professionals led by local entrepreneur Al Meyers, the TEDxPeachtree Planning Committee is comprised of those who answered the twin calls to "volunteer" and "spread great ideas" posted on LinkedIn in May of 2009. Committee members include Chris Allen, Edward Rosenfeld, Eric Hammond, Francesco Scordato, Jacqui Chew, Jason Allen, Mike Schinkel, Richard Leber, Sarah Smith, Sonia Viteri, Teresa Roth and Yonathan Gebreyes. The TEDxPeachtree 2009 event will be held at the Savannah College of Art and Design-Atlanta in the heart of midtown Atlanta.

#