

## FOR IMMEDIATE RELEASE

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### **TEDxPeachtree to Return to Atlanta Bigger and Better**

*Successful 2009 Inaugural Event Prompts 150% Capacity Growth*

ATLANTA, April 15, 2010 – After a resoundingly well-received 2009 event, TEDxPeachtree will be hosting its second annual conference on Friday, November 5, 2010 at a venue to be announced at a later date. Leaders, innovators, artists and entertainers from metro Atlanta will come together to share their ideas and visions around, “Shift,” the event’s 2010 theme.

Throughout history, shifts in the cultural, socio-economic, technological and scientific arenas have challenged the way we live, the way we think and even the way we perceive ourselves and others. The presentations at TEDxPeachtree 2010 will explore the transformative change that comes about as a result of these shifts. Last year, TEDxPeachtree hosted an audience of 100 attendees; this year, the free event will accommodate 250 attendees.

“Once again, TEDxPeachtree looks to expose attendees to the world of possibilities by bringing together some of Atlanta’s most innovative minds for a day of sharing, inspiration, discussion and networking,” said Al Meyers, participating organizer of TEDxPeachtree. Given that more than one in four 2009 attendees surveyed called the program “brilliant,” Meyers added, “Last year’s event far exceeded our group’s already lofty expectations. While attendee feedback was overwhelmingly positive, we will continue to listen to our audience and make the necessary adjustments so that we can again exceed their high expectations for TEDxPeachtree. As an example, we plan to facilitate even more opportunities to interact with speakers and among attendees this year.”

TEDxPeachtree is now issuing a call for speakers and for sponsors. More information on both can be found at the newly redesigned website, <http://www.tedxpeachtree.com>.

**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. Led by local entrepreneur Al Meyers, who is also an official TED licensee, 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](http://www.tedxpeachtree.com).

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