

## FOR IMMEDIATE RELEASE

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### TEDxPeachtree Announces Inaugural Event in December 2009

*Event Seeks to Bring TED-Like Experience to Atlanta*

ATLANTA, October 12, 2009 – TEDxPeachtree will be hosting its inaugural event on Friday, December 4, 2009 from 8:30 am to 6:30 pm at the Savannah College of Art and Design's Atlanta campus in midtown Atlanta. Leaders, innovators, artists and entertainers from metro Atlanta will come together at the event to share ideas that are shaping our future. Themed "What if..." the event seeks to bring a small, but high-impact piece of the TED experience to Atlanta.

In the spirit of ideas worth spreading, TED has created a program called TEDx, a series of local, self-organized events that bring people together to share a TED-like experience. At TEDxPeachtree, where x=independently organized TED event, TEDTalks videos and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but TEDxPeachtree is self-organized.

"For anyone who has ever attended a TED conference, it can be an inspiring and sometimes life-altering experience," said Al Meyers, participating organizer of TEDxPeachtree. "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."

TEDxPeachtree is curating a collection of thinkers and doers from a wide variety of industries and experiences to attend the free event. Applications and details are now available at [www.TEDxPeachtree.com](http://www.TEDxPeachtree.com). The deadline for submissions is Friday, October 30, 2009.

#### **About TED**

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The

diverse audience — CEOs, scientists, creatives, philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

### **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.

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