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FOURTH ANNUAL TEDXPEACHTREE CONFERENCE A HUGE SUCCESS

Standing Ovations, Tears and Gastronomic Delights Part of Experience

ATLANTA, November 13, 2012– With a worldwide audience, positive feedback from attendees immediately after the conference and a conference hashtag that trended on Twitter in Atlanta and Silicon Valley, TEDxPeachtree 2012 was by all standards, a huge success. The sold-out fourth annual TEDxPeachtree conference took place at The Buckhead Theater on Friday, Nov. 2, 2012 and attracted more than 400 attendees and speakers from all over Atlanta as well as the U.S.

This year's talks revolved around the timeless human need to "Transcend" conventional wisdom and push forward ideas, innovations and inventions that make a difference. Whether it was speech pathology, neuroscience, bionics or music, the talks entertained, provoked, stimulated and even moved attendees to tears. Beyond the inspiring talks and performances, attendees this year were also treated to a variety of tastings ranging from artisanal chocolate, to gourmet coffee, to craft beer ice cream! Attendees were also able to record and amplify their impressions of the day's activities via smartboards and a video booth.

"We are grateful for the overwhelming response and continued support for TEDxPeachtree," said Jacqui Chew, TEDxPeachtree co-organizer. "It is a 100% community effort and we invite even more involvement from members of this wonderful community to make the conference in 2013 even more amazing."

For the fourth year in a row, the event was streamed live over the Internet at no cost to viewers. Like previous years, the conference attracted viewers from across the nation including members of other TEDx groups in Seattle, Naperville, the Bay Area, etc. It also attracted viewers from other countries such as Canada, and the Netherlands.

For pictures and videos from the event, please visit www.facebook.com/tedxpeachtree. To nominate a speaker for the 2013 event, please visit www.tedxpeachtree.com.

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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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