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

Wendy Hersh
404 645 3249
wendybherh@gmail.com
Twitter: @wendybritt

TEDxPeachtree and TiE-Atlanta Announce Marketing Alliance

Unique partnership brings together like-minded Atlantans

ATLANTA, July 6, 2010 – In anticipation of the 2nd annual TEDxPeachtree Conference, during which leaders, innovators, artists and entertainers from metro Atlanta will come together to share ideas and visions around the event's theme, "Shift," conference organizers are pleased to announce its first marketing alliance with TiE-Atlanta, the world's largest non-profit organization dedicated to entrepreneurs. Both organizations encourage and inspire innovative thinking and turning vision into reality. The organizations will jointly promote the November 5, 2010 TEDxPeachtree Conference and TiE's Southeastern Entrepreneurial Summit on July 16 and 17.

With "Shift," TEDxPeachtree presenters will explore the big and small, expected and unanticipated kinds of transformative change that can come about when the cultural, socio-economic, technological and scientific arenas challenge the way we live, the way we think and even the way we perceive ourselves and others. These are the same kinds of changes that spur TiE's entrepreneurs to invent new technologies and new business models that stimulate economic value creation.

"We're excited to establish our first marketing partnership with TiE-Atlanta," said Al Meyers, participating organizer of TEDxPeachtree. "The synergy between the two organizations is obvious. At TiE, Talent, ideas, Enterprise define the core values in building the Entrepreneurial Ecosystem, and at TEDx, Technology, Entertainment, Design create the atmosphere which encourages developing and nurturing ideas."

C. N. Madhusudan, TiE-Atlanta's president agrees, "TiE is very pleased to have TEDxPeachtree as a partner. TEDx's focus on 'Ideas Worth Spreading' and TiE's mission of 'Fostering Entrepreneurship Globally' fit together very well. I am sure that this partnership will prove to be very valuable for entrepreneurs in generating new ideas and converting them into successful global businesses. "

More information on TEDxPEachtree can be found at the newly redesigned website, www.TEDxPeachtree.com. Further details about TiE's Entrepreneurial Summit can be found at www.TESAtlanta.com.

About TiE

TiE is a global, not-for-profit, non-political, and non-religious organization dedicated to fostering entrepreneurs across its international network sponsored by top Venture Capital Firms, and Fortune 500 corporations; spread across 53 chapters in 12 countries comprising 1,800 experienced entrepreneurs and business executives as charter members, 12,000 aspiring entrepreneurs and professionals as members. TiE has grown to become the world's largest non-profit organization for entrepreneurs.

For more information about TiE-Atlanta please call 770 381 9616 or email via www.atlanta.tie.org

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.

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