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Partnership Gwinnett and Atlanta CEO Council Joins 2011 TEDxPeachtree Community Partner Program *New alliances extend 2011 conference reach*

ATLANTA, August 16, 2011 – Organizers of the third annual TEDxPeachtree conference are pleased to welcome the Atlanta CEO Council and Partnership Gwinnett to the 2011 TEDxPeachtree Community Partner Program. Both organizations encourage leadership and innovation, values shared by TEDxPeachtree, and as part of their participation, the Atlanta CEO Council and Partnership Gwinnett will promote the 2011 TEDxPeachtree conference to their respective members. In return, TEDxPeachtree will raise awareness of both organizations to conference alumni and friends of TEDxPeachtree.

“We've seen a significant jump in the number of applications already over the same time last year,” notes TEDxPeachtree licensee Al Meyers. “Given our shared interest in thinking and doing, we know that applicants referred through the Atlanta CEO Council and Partnership Gwinnett will not only be stimulated by the ideas shared at TEDxPeachtree, but also become more passionate about the ideals that TEDx and TED have come to symbolize.”

The annual TEDxPeachtree conference is independently organized under license from TED and the 2011 edition will be held on Friday, November 4th 2011 at Zoo Atlanta's Coca Cola World Studio. The call for attendee application is currently underway, and the deadline for submissions is September 16, 2011.

As in previous years, selected applicants will be able to attend the conference at no cost. More information about the conference can be found at <http://www.tedxpeachtree.com> or follow us on at <http://twitter.com/TEDxPeachtree> or <http://www.facebook.com/TEDxPeachtree>.

About the Atlanta CEO Council

Formed in 1999, the Atlanta CEO Council's events are collectively attended by more than 1,500 entrepreneurs, CxOs (CEOs, COOs, CFOs, CIOs, CTOs), senior executives, investors, government officials, and university faculty. The Atlanta CEO Council facilitates professional networking and promotes entrepreneurship – and has become the Southeast's most prestigious invitation-only organization where decision-makers cultivate relationships and develop business partnerships. For more information, visit www.atlantaceo.org.

About Partnership Gwinnett

Partnership Gwinnett is an exciting visioning initiative for a better Gwinnett. The Gwinnett Chamber of Commerce, along with partners in government, education, healthcare and business, put together Gwinnett's Community and Economic Development Plan, which is known as Partnership Gwinnett. The plan will serve to create over 65,000 new jobs and \$5.8

billion in new net wealth in Gwinnett over the next five years. The Partnership's vision is that Gwinnett will be known as an inclusive community where businesses thrive and residents maximize their potential through world-class schools, opportunities for life-long learning, a vibrant economy, diverse partnerships and a superior quality of life. For more information, visit www.gwinnettchamber.org/partnership.

About TEDxPeachtree

TEDxPeachtree is a 501(c)3 organization. Founded in 2009, it 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 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, please visit 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 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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