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TEDxPeachtree Opens 2011 Call for Attendee Applications *Third Annual Event to be Held at Zoo Atlanta*

ATLANTA, August 2, 2011 – The organizers of the third annual TEDxPeachtree conference are pleased to open the call for attendee applications today. The 2011 edition of the independently organized event, licensed by TED, will be held on Friday, November 4th 2011 at Zoo Atlanta's Coca Cola World Studio. The application to attend can be found online at <http://tedxpeachtree.com/2011-tedxpeachtree-application/>, and as in previous years, selected applicants will be able to attend the conference at no cost.

TEDxPeachtree will feature a diverse line-up of speakers and dynamic networking interstitials. Each speaker will give an 18-minute talk around this year's theme, "Breakthrough" in their respective areas of expertise. Attendees in previous years have included metro Atlanta-based civic leaders, technology innovators, educators, angel investors, artists and entertainers. All have come together for the one-day event to grok inspirational ideas and in the process create a uniquely Atlanta-flavored TEDx experience.

"We've curated a very compelling roster of speakers and performers for this year's conference that we don't think will disappoint," said Al Meyers, TEDxPeachtree licensee. "We are also very pleased with the selection of Zoo Atlanta as our venue this year. Its world-class facility with a fine auditorium and intimate networking space should offer quite a standout TEDx experience for our community," he added.

The deadline to apply is Friday, Sept 16, 2011. For more information about the conference, please visit <http://www.TEDxPeachtree.com> or follow us on Twitter at <http://twitter.com/TEDxPeachtree> or on Facebook at <http://www.facebook.com/TEDxPeachtree>.

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 a TED-like 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.

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.

TED's media initiatives include TED.com, where new TEDTalks are posted daily; the new TED Conversations, enabling broad conversations among TED fans; and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide.

TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world; and the TED Fellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

For information about TED's upcoming conferences, visit

<http://www.ted.com/registration>

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