

## FOR IMMEDIATE RELEASE

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### **TEDxPeachtree 2011 A Resounding Success**

*Full house embraces eclectic program of speakers, music, dance, poetry*

ATLANTA, November 9, 2011 – With a worldwide audience and a conference hashtag that trended nationally on Twitter, TEDxPeachtree 2011 was by all standards, a success. The third annual TEDxPeachtree conference took place at Zoo Atlanta on Friday, November 4, 2011. Throughout the eight-hour program, speaker after speaker took to the stage to give the 18-minute talk of their lives on breakthroughs in their respective fields. Whether it was education, autism research, disaster preparedness, mind control research or innovative thinking, the talks entertained, provoked, stimulated and even moved attendees to tears.

This year, poetry and dance were added to the performance line up. And in addition to the virtuoso performances by the Atlanta Music Project Teaching Artists who received a standing ovation, the audience was treated to the world premiere of a visually provocative interpretive dance performance by the internationally acclaimed CORE Performance Company. The day's ebullient mood was captured perfectly by up and coming poet Daniel Weingarten's poem at the end of the day. The poem was composed during the course of the day.

For the third year in a row, the event was live streamed free over the Internet. This year, it not only attracted U.S.-based groups hailing from Austin, Texas and Long Beach, Calif., but also those from as far away as Europe. Students from the University of Maastricht in the Netherlands organized a 'viewing party' on campus and interacted with conference attendees via Twitter throughout the day!

"Our mission has always been to stay true to the ideals of bringing together thinkers and doers who can stretch the minds of our attendees both virtual and in person," noted Al Meyers, TEDxPeachtree founder and organizer. "This year simply exceeded all expectations, and not just with the eclectic mix of topics and caliber of each talk but also the interplay of musical, dance and poetry recitation performances and the rich use of social channels such as live Internet radio, Twitter, live stream and a mobile app to engage audiences onsite and beyond," he added.

#### **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, is an independently organized TEDx event operating under license from TED. 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 TEDx 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](http://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>