



## FOR IMMEDIATE RELEASE

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### **TEDxBoulder Coming to Chautauqua**

#### ***Sustainability, Design, Extremes and Technology Converge in Boulder on August 7***

Boulder, Colo. (May 26, 2010) — The inaugural TEDxBoulder conference will officially take place at the historic Chautauqua Auditorium in Boulder. The regionally hosted version of the popular TED conference, independently produced but operated under license from TED, will be held on Saturday, Aug. 7, 2010.

Organized with four themes in mind – Sustainability, Design, Extremes, Technology – the one-day conference will feature 20 of the region’s most innovative thinkers, catalysts, athletes, artists and professionals representing such diverse fields as politics, web culture, venture capital, graphic design, athleticism, ecology and education, among others.

TED itself was founded in 1984; the acronym stands for Technology, Entertainment, Design. The annual TED conference brings together some of the world's most fascinating thinkers and doers. In the spirit of ideas worth spreading, TED created a program called TEDx where x = independently organized. In the case of TEDxBoulder, the conference is organized by local entrepreneurs Andrew Hyde, Ef Rodriguez and George Morris.

“New ideas and new dialogue will lead to new solutions,” said Andrew Hyde, head organizer of TEDxBoulder. “Conversation has been a buzzword for years now, but it leads nowhere if people aren’t learning anything and taking action. That’s what we want to achieve.”

TEDxBoulder speakers are currently being finalized and will be announced as they are confirmed. Tickets to the event are \$20 and open to all. More information about the event can be found at [www.tedxboulder.com](http://www.tedxboulder.com).

#### **About TEDxBoulder**

*In the spirit of "ideas worth spreading," TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxBoulder, where x = independently organized TED event. At TEDxBoulder, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.*

*Follow TEDxBoulder at [twitter.com/tedxboulder](http://twitter.com/tedxboulder).*

#### **About TED**

*TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, 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 TEDFellows*

# TED<sup>x</sup> Boulder

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*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.*

*Follow TED on Twitter at [twitter.com/TEDTalks](https://twitter.com/TEDTalks) or on Facebook at [facebook.com/TED](https://facebook.com/TED).*

*TEDGlobal 2010, "And Now the Good News," will be held July 13-16, 2010, in Oxford, UK. TED2011, "The Rediscovery of Wonder," will be held February 28-March 4, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.*