

# TEDx Asheville

**x = independently organized TED event**

FOR IMMEDIATE RELEASE

TEDxAsheville 2010

Orange Peel, downtown Asheville, Sunday, August 29, 2009

Tickets \$25, registration required

Presale tickets at [tedxasheville.com](http://tedxasheville.com) through Aug. 28, tickets sold the door Aug. 29 (PLEASE CHECK TEDxASHEVILLE.COM FOR TICKET AVAILABILITY ON THE DAY OF THE EVENT!)

Doors 4:30, conference 5 p.m.

TEDxAsheville official website: [tedxavl.com](http://tedxavl.com)

Facebook: search TEDxAsheville

Twitter: follow @TEDxAVL

## ABOUT TEDx

In the spirit of ideas worth spreading, TED created a program it calls TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxAsheville, where “x” = an independently organized TED event. At TEDxAsheville, TEDTalks video and live speakers combine to spark deep discussion and connection within the audience.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including TEDxAsheville, are produced independently.

Second annual TEDxAsheville Conference slated for Sunday August 29 at the Orange Peel

Late in 2008, the popular and inspirational TED Conferences created the TEDx program. Throughout 2009 and 2010, TEDx events have taken place around the globe, providing a local stage for “ideas worth spreading” accessible to audiences worldwide. Asheville’s 2nd Annual TEDxAsheville Conference will be held at the Orange Peel on Sunday, August 29.

In its inaugural event in 2009, TEDxAsheville filled the Orange Peel to capacity. To better meet local audience demand in 2010 TEDxAsheville will offer a live streaming broadcast at satellite locations. These will be announced closer to the event date.

This year’s speaker lineup includes naturalist Eustace Conway, subject of the book *The Last American Man* by Elizabeth Gilbert, author of the NYT bestseller *Eat Pray Love*. The lineup also includes CNN Hero and founder of the international charity organization Wine to Water: Boone, NC’s Doc Hendley, a bartender who founded an organization providing clean water and sanitation in countries around the globe. Eclectic local musicians in the mix include composer, multi-percussionist and educator River Guerguerian, and beloved local entertainer Billy Jonas, fresh from performing at the White House in April and eager to share tales from a sojourn in Palestine. Local entrepreneurs Laurey Masterton and John Miles also appear, sharing the stage with Asheville-to-L.A. filmmaker Angela Shelton.

Further program details are available at the TEDxAsheville website at [tedxavl.com](http://tedxavl.com).

There are many ways to be part of this groundbreaking local all-volunteer grassroots effort. We invite volunteers – from administrative assistants to providers of professional services like technical, legal, web streaming, accounting, public relations, etc. To volunteer, or for more information about sponsorship opportunities with TEDxAsheville, contact marketing director Gina Drew at [gina@ginadrew.com](mailto:gina@ginadrew.com) or 707-6949.

Follow TEDxAsheville on Twitter at @TEDxAVL and join the group’s Facebook Fan Page for regular updates—just search TEDxAsheville (nonprofit organization) on Facebook.

ideas worth spreading