

## **TEDx MidAtlantic Confirms First Five Speakers**

Baltimore, Md. (August 31, 2009)—Organizers of TEDx MidAtlantic have confirmed the first five speakers to speak at the upcoming TEDx MidAtlantic conference, to be held November 5 at the Maryland Institute College of Art.

The confirmed speakers are (in alphabetical order):

- Tyler Cowen, economist, professor at George Mason University and author of *Create Your Own Economy* and *Discover your Inner Economist*, among others
- Bob Duggan, founder, Tai Sophia Institute, a leading educational institution for the study of wellness
- Rebecca Hoffberger, founder and director, American Visionary Art Museum, one of the nation's premier museums celebrating art produced by self-taught artists
- Naomi Natale, TED Fellow, artist, and Founder and Director, One Million Bones as well as The Cradle Project
- Sonja Sohn, actress and founder, Rewired for Change, a nonprofit organization that works to empower young people living in the most underserved communities across the country through education, media advocacy, and street-based intervention.

Organized along the theme of "The Power of Stories," the conference will feature 18-20 of the region's leading thinkers, innovators, artists, philosophers and entertainers representing such diverse fields as technology, entertainment, visual and performance art, design, politics, music, ecology, and education, among others.

"This first wave of speakers exemplifies the depth of thinking, talent and drive to incite change that is currently flourishing in the Mid-Atlantic region," says Dave Troy, a local entrepreneur who is spearheading the event organization. "We expect to have more phenomenal speakers confirmed very soon."

Founded in 1984 the TED 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.

Additional speakers are currently being vetted and will be announced as they are confirmed. Admission is free, but due to space constraints, all conference registrants must complete the Attendee Application found at [www.tedxmidatlantic.com](http://www.tedxmidatlantic.com).

### **About TEDx MidAtlantic**

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. TEDx MidAtlantic is operated under license from TED.



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### About TED

TED stands for Technology, Entertainment, Design. It started in 1984 as a conference bringing together people from those three worlds. Since then, its scope has broadened to include science, business, the arts, and the global issues facing our world. The annual conference now brings together the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives — in 18 minutes. Attendees have called it “the ultimate brain spa” and “a four-day journey into the future.” The diverse audience — CEOs, scientists, creatives, and philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Nandan Nilekani, Jane Goodall, Vilayanur Ramachandran, Sir Richard Branson, Philippe Starck and Bono.

TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TEDTalks and TED.com; and the TED Prize. TED2010, "What the World Needs Now," will be held February 9-13, 2010, in Long Beach, California, with TEDActive, a simulcast event in Palm Springs, California. TEDIndia will be held in Mysore, India, November 4-7, 2009.