



FOR IMMEDIATE RELEASE
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Creative Thought Leaders Announced for TEDxRVA TEDxRVA tickets sold out

Richmond, VA - TEDxRVA, an independently organized event licensed by TED, announces 6 more speakers for the March 22 event in Richmond. Tickets for the event sold out in less than a week.

"We plan to have about 30 speakers for this event," said Andy Stefanovich, curator of TEDxRVA. "Riveting talks by remarkable people is our goal," says Stefanovich, "These speakers will come from all over the country and the world, and we are pleased to feature some important thought leaders from our community as well. The local response has been enormous, which is exciting," he continued.

Brian Andreas is the creative architect and founder of tumblecloud.com, a creative collaborative web platform. He's also the artist and writer behind StoryPeople, a series of prints, calendars, and cards featuring abstract people in mid-conversation: *Most people don't realize, one reads, that there are angels whose only job is to make sure you don't get too comfortable and fall asleep and miss your life.* His work reclaims and cultivates the imagination, play, and wonder we all knew as children. "I think of it as pointing people back to the place where we remember our truest selves."

Ed Ayers is changing the way millions of students, educators, and researchers experience history by combining digital technology with riveting storytelling. The University of Richmond president and author of ten books on the American South has been a National Book Award and Pulitzer Prize finalist. On his public radio show and podcast *BackStory*, Ed and his co hosts drill down to the historic roots of present-day headlines and deliver nationally syndicated brain candy for

anyone who appreciates passionate, intelligent, and irreverent thought. An equally accomplished classroom teacher, Ed has been honored by Carnegie Foundation and continues to teach a class for U of R freshmen.

John S. Blake's middle initial stands for *survivor*. A National Poetry Slam finalist and Pushcart Prize nominee, John was an addict on the brink of overdose when a poem saved his life. Instead of following his family into an abyss of chemical dependency, violence, AIDS, Hepatitis C, Cancer and death; John stopped using and started writing. John has toured nationally sharing his story through lectures, workshops, and spoken-word performances in juvenile detention centers, universities, libraries, schools, coffee houses, and rehab centers. As co-curator of Slam Richmond Reading Series on the south side of Richmond, John hopes to convince educators to include poetry and spoken word in curricula for all ages.

Noah Kim is a sophomore at Maggie L. Walker Governor's school in Richmond, Virginia, with a simple suggestion for education reformers. Instead of emphasizing test scores, numbers, and lists, U.S. schools should focus on the *people* who educate this country's students. Noah was inspired to spread this message by his Analytical Chemistry teacher, a woman who transformed his view of the subject. A good teacher, he believes, is the best asset a student can have. Noah enjoys books, music, and soccer; and he hopes one day to change the world.

Bill Martin believes there's more to Richmond history than Gillette gardens and equestrian statues. As director of the Valentine Richmond History Center, he brings cultural diversity and present-day relevance to the museum-visitor experience. The center's current exhibit, *History Ink: The Tattoo Archive Project* injects the city's past into the ongoing urban conversation. With a degree in urban studies and twenty-five years in tourism and museum management, Bill brings the city to life for locals and visitors alike.

Katherine Wintsch is the founder of The Mom Complex, a global consultancy that helps companies like Walmart, Hasbro, and Kraft create game-changing products and services that address the challenges of modern motherhood. A former senior VP at The Martin Agency, Katherine has been featured in the *New York Times*, the *Wall Street Journal, Inc.*, *Fast Company*, *Forbes*, the *Huffington Post* and on the *Today Show*. Honored by the Advertising Women of New York (AWNY) with their "Changing The Game" award, Kathryn is among *Ad Age's* 40 under 40 and *Business Insider's* 30 Most Powerful Women in Advertising.

To date, sponsors for TEDxRVA include Capital One, Owens and Minor, Altria Group, MeadWestvaco, The Greater Richmond Chamber Foundation, The Martin Agency, Luck Stone, and Snagajob. Richmond Magazine, the Richmond Times-Dispatch and Virginia Public Radio are media sponsors of TEDxRVA.

On March 22, 2013 Richmond's inaugural TEDxRVA event will take place at the Power Plant with the theme of CREATE. Through intriguing talks and creative experiences, the daylong event will combine experiential creativity with earnest thought and dialog, uniting intergenerational audiences from the Richmond region and beyond. More information and tickets to TEDxRVA, managed by Venture Richmond, is available on <http://TEDxRVA.com>.

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About TEDx, where x = independently organized event

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. (Subject to certain rules and regulations.)

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 former UK Prime Minister Gordon Brown. The annual TED Conference takes place each spring in Long Beach, California, along with the TEDActive simulcast in Palm Springs; the annual TEDGlobal conference is held each summer in Edinburgh, Scotland.

TED's media initiatives include TED.com, where new TEDTalks are posted daily, the recently launched TED-Ed platform for students and educators, the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide, and TEDBooks, short e-books by speakers that elaborate on a single idea originally presented on TED's stage. 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. Follow TED on Twitter or on Facebook.

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