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TEDxSMU ANNOUNCES 2010 DATES

DALLAS – TEDxSMU, the high octane think-fest that builds bridges between technology and the human spirit, is coming back to Dallas in October 2010.

Just like last year, organizers are planning a half-day program for middle school students, TEDxKids @SMU, on Friday, Oct. 15 and the full-day program for adults, TEDxSMU, on Saturday, Oct 16. But this year both conferences will take place at the new AT&T Performing Arts Center Dee and Charles Wylie Theatre in downtown Dallas – a dynamic venue that will allow TEDxSMU to provide an even more compelling experience.

Joshua Prince Ramus, partner in charge for the Wylie Theatre, designed by REX/OMA, spoke about the project at TEDxSMU in 2009. His demonstration of the theater's space-bending capabilities convinced the TEDxSMU team that the Wylie was the only place for this year's events. Ramus' demonstration and other TEDxSMU speakers from 2009 can be viewed at www.TEDxSMU.org/Talks.

"Last fall, we were thrilled to see TEDxSMU and TEDxKids @SMU so warmly welcomed by the North Texas community," said event co-chair Carole Young. Added husband and co-chair Jim Young, "We are delighted to be a part of its return by popular demand. The Wylie will be the perfect venue for another mind-blowing, fantastic experience for both adults and kids."

"The AT&T Performing Arts Center is pleased to partner with TEDx and SMU to bring this conference to the Wylie Theatre," said Mark Nerenhausen, president/CEO of the AT&T

PAC. “The Wyly Theatre itself is the manifestation of some of the most radical architectural thinking of our generation, and therefore, provides the perfect setting for TEDxSMU, which spurs innovative thinking in a variety of subjects.”

The 2009 TEDxSMU event played host to 31 speakers and 475 guests at Southern Methodist University’s Caruth Auditorium during a full day conference themed, “What Will Change Everything?” Scientists, photographers, humanitarians and inventors used images, gadgets, words and numbers to shake assumptions about what human beings are capable of. And nobody got more than 18 minutes to do it – nobody.

TEDxKids brought many of the same speakers from the adult conference to an audience of 337 students from 37 different public, private, charter and home schools. The students were admitted at no charge in exchange for a pledge to complete four hours of community service. They loved the “mathemagician,” and private space explorer Anousheh Ansari was a hit. But the chance to climb the stage and confess “My Parents Don’t Know...” was a show-stopper for kids expecting just another school field trip.

About TEDx

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 TEDxSMU, where x = independently organized TED event. At TEDxSMU, 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.

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 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.

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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 21-25, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.

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