

FOR IMMEDIATE RELEASE

Media contact: Sharon Lyle  
214.768.1558 or 512.466.7946  
style@lyle.smu.edu

**WHAT WILL CHANGE EVERYTHING?  
INAUGURAL TEDxSMU AND TEDxKIDS EVENTS OCT. 9-10**

DALLAS – Southern Methodist University will host the inaugural TEDxSMU event, as well as a first-of-its-kind TEDx event for schoolchildren on its campus Oct. 9-10, 2009. Described as an “intellectual circus,” the events will bring people together for presentations by global thought leaders, focusing on the theme “What Will Change Everything?”

Interested attendees must apply to participate in the limited-space adult TEDxSMU event, which will be held on Saturday, Oct. 10. Applications are available at [www.TEDxSMU.org](http://www.TEDxSMU.org) and must be received by Monday, Aug. 31 to be considered for admission. Attendees’ \$100 ticket price will include Saturday’s daylong discussions and an evening party.

TEDxKids @SMU will be held Friday afternoon, October 9, for approximately 300 specially selected seventh, eighth and ninth graders from around Dallas-Fort Worth. Students or schools interested in participating should email [tedxsmu@gmail.com](mailto:tedxsmu@gmail.com) or visit [www.tedxsmu.org/tedxkids](http://www.tedxsmu.org/tedxkids) for more information.

Innovators scheduled to appear in person or by video at TEDxSMU events include:

- Anousheh Ansari, Prodea Systems – First female private-sector space explorer, title sponsor of the Ansari X Prize
- Arthur Benjamin, Harvey Mudd College – “Mathemagician” who makes mental calculations faster than a calculator
- Dave Gallo, Woods Hole Oceanographic Institute – Pioneer in ocean exploration and one of the first oceanographers to use a combination of manned submersibles and robots to map the ocean world
- Sara Hickman – Singer-songwriter and Official State Musician of Texas 2010-2011
- William Kamkwamba, *The Boy Who Harnessed the Wind* – Malawi native who taught himself to build windmills to create electricity and water supplies
- Ray Kurzweil, Kurzweil Technologies – One of the leading inventors of our time
- Polyphonic Spree – Symphonic rock group led by Dallas musicians Julie Doyle & Tim Delaughter
- Rives – Storyteller and slam poet
- Jill Sobule – Los Angeles-based singer-songwriter

Co-chairs for the TEDxSMU events are Geoffrey Orsak, Dean of the SMU Lyle School of Engineering, and Jim Young, Chairman of Teleportec.

“Dallas is a city that thrives on big ideas, and TEDxSMU will encourage our community to think even more ambitiously about our future,” said Orsak. “SMU is very excited to host these TEDx events, which we believe will be among the most

thought-provoking and robust TEDx events to be held anywhere in the world so far. We look forward to stimulating transformative thinking among both kids and adults over these two days.”

A limited number of individual and corporate sponsorships for the TEDxSMU events are available through Sharon Lyle at 214-768-1558 or [style@lyle.smu.edu](mailto:style@lyle.smu.edu), or by visiting the TEDxSMU website. Follow along on Twitter at [www.twitter.com/TEDxSMU](http://www.twitter.com/TEDxSMU) or search TEDxSMU on Facebook.

### **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. TEDIndia will be held in Mysore, India, November 4-7, 2009. TED2010, “What the World Needs Now,” will be held February 9-13, 2010, in Long Beach, California, with a simulcast event in Palm Springs, California. For details on all upcoming conferences and events, visit [www.TED.com](http://www.TED.com).

### **About TEDx**

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.

###

\*This independent TEDx event is operated under license from TED.