

**FOR IMMEDIATE RELEASE**

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Send press requests to [info@tedxmidland.com](mailto:info@tedxmidland.com)

**Evolve your way of thinking with  
"Ideas Worth Spreading"  
on January 28, 2012**

*TEDx event coming to Midland, Michigan*

**MIDLAND, MI** – "Ideas Worth Spreading." It's a mantra that clearly defines the purpose behind all TED talks and the TEDx events that have become a global phenomenon, from San Francisco to London to Dubai to South Korea, stretching into hundreds of locales globally.

On **Saturday, January 28, 2012, from 9 am – 2 pm**, local organizers of TEDxMidland will host their first TEDx event with the theme "Evolve" at **Midland Center for the Arts**. The independently organized event is licensed by TED.

**Tickets are \$40 per person**, which includes refreshments before and after the event. Purchase tickets through Midland Center for the Arts: [www.mcfta.org](http://www.mcfta.org), 989.631.8250 or 800.523.7649 or in-person at Midland Center for the Arts, 1801 West St. Andrews Rd., Midland, MI.

Inspired by TED, and independently organized by a group of Midland individuals who believe in the power of ideas to change the world, TEDxMidland invites leading thinkers and doers to participate in an inspiring day of dynamic presentations, performances and conversations. The inaugural event, "Evolve," is an open-ended invitation for speakers and listeners to consider new ideas.

"As Midland grew from innovative ideas and embraces the creative process, we know that a TEDx event in our community is perfectly timed given our rapidly changing world," said Chris Moultrup, co-organizer for the event with Junia Doan. "We are very excited about this event and bringing such an engaging group of thought-provoking presenters to our area in January 2012."

The final roster of speakers / presenters will be announced in December 2011 on the TEDxMidland.com site. Stay tuned and check in often! TEDx events typically sell out fast, so reserve tickets early.

TEDxMidland has sponsorship support from MATRIX:MIDLAND, Midland Center for the Arts and MidMichigan Innovation Center (MMIC), with additional support from AMPM Inc. and Great Lakes Mobile Marketing. For more information, contact Caryn Shick (989) 430-3518 or [carynshick@hotmail.com](mailto:carynshick@hotmail.com).

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**About TEDx**

**x = independently organized TED 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 within a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event.

**About TED**

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 26 years ago, TED has grown to support those world-changing ideas with multiple initiatives. At TED, the world's leading thinkers and doers are asked to give the talk of their lives in 18 minutes. Talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Benoit Mandelbrot, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. Two major TED events are held each year: The TED Conference takes place every spring in Long Beach, California (along with a parallel conference, TEDActive, in Palm Springs), and TEDGlobal is held each summer in Edinburgh, Scotland.

TED's media initiatives include TED.com, where new TEDTalks are posted daily; the new TED Conversations, enabling broad conversations among TED fans; 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 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.

For information about TED's upcoming conferences, visit <http://www.ted.com/registration>  
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