

TEDxZumbroRiver

x = independently organized TED event

Available for Immediate Release

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TEDxZumbroRiver Announces Big Plans for the 2018 Experience - 3 Salons!

Wednesday, March 28, 2018, ROCHESTER, Minn. — TEDxZumbroRiver announces a Salon Series for 2018

TEDxZumbroRiver organizers have spent the off season going to TEDx “School,” talking with other TEDx Organizers and attending other TEDx events throughout the country. Because of the thirst for TEDx content in this area, TEDxZumbroRiver will be bringing TEDx Salons to SEMN for 2018. Salons will take the place of the traditional single large event in 2018 and 2019 will see the return of one large event.

Salons are specialty TEDx events that require a license from TED. TEDxZumbroRiver organizers, Ben Creo and Barb Spurrier applied for and were granted a license earlier this month.

Ben Creo had this to say, *“The TEDxZumbroRiver planning team began discussing a three-series salon format for 2018 back in Fall 2017. The team unanimously agreed that making 2018 the year of salons is something our fan base will really enjoy. They are excited for the possibilities and creativity salons provide through unique venues, audience participation opportunities and topics.”*

Here’s what attendees experience at these highly popular TEDx Salons:

- **Format:** The TEDxZumbroRiver team is planning unique and engaging formats to enhance the experience in a manner we’ve never before experienced.
- **Lively Discussions:** A critical element of salons is lively discussions, **allowing attendees to actively participate in the event.**
- **Size:** With smaller audiences than a standard TEDx event, salons bring attendees together in more intimate spaces, providing more chances to get to know and exchange ideas.
- **The Single Subject:** Having the ability to focus on one subject creates a focused audience and atmosphere.

TEDxZumbroRiver salons will be smaller, more intimate audiences (100-200 rather than 1,000), shorter

programs, creative formats, smaller ticket price, speakers with single-topic themes and opportunities for audience engagement/participation.

TEDxZumbroRiver Salon experience will be a series of three salons held throughout the year and will lead up to another grand event in 2019.

MAYO CLINIC ANNOUNCES SUPPORT FOR TEDxZUMBRORIVER SALON SERIES

TEDxZumbroRiver will have partnership/sponsorships available to local businesses for this new unique format. Mayo Clinic has already confirmed financial support for the salons and pledged to provide more as a match when other local businesses become partners. TEDxZumbroRiver videos to date have been viewed nearly 500,000 times on YouTube.

The First Salon is scheduled for May 10th, 2018.

When: Thurs, May 10th

Doors open 5 pm for happy hour til 5:30, event start 5:30 to about 7

Where: Civic Theatre Black Box

Tickets: Only about 100 tickets will be available for the first salon. Price is \$20 sold via Eventbrite

Tickets are for access to event. Does not include food or drink, available to purchase separately.

*Tickets on are on sale as of today and can be purchased through the website:

<http://www.tedxzumbroriver.com/>

TEDxZUMBRORIVER ANNOUNCENS NEW VOLUNTEER/TEAM LEADS FOR 2018 SALON EVENTS

TEDxZumbroRiver is thrilled to announce the addition of new powerful talent to the planning team; Julie Brock and Becca Stiles-Nogosek - former TEDx Speakers - are in charge of curation and venue planning for the 2018 Salons.

Ben Creo, TEDxZumbroRiver Organizer said, *“Julie and Becca were knee deep in the process last year and have a wealth of knowledge. We are unbelievably lucky to have their help this year. I think attendees are in for a real treat with Julie and Becca’s brains behind the effort this year.”*

Also new to the team is Samantha Rossi in the role of Marketing Lead. Rossi is the Marketing and Communications Manager for the Rochester Downtown Alliance. She is replacing Sheryl Barlow who has moved into more of an executive planning role with TEDxZumbroRiver.

Ben Creo had this to say about Rossi, *“Sheryl and I wanted to hand pick the next lead for Marketing. It’s a critical role and Samantha was the perfect choice with her extensive marketing knowledge and ability to hit a home run when it comes to marketing events.”*

TEDxZumbroRiver 2017 Facts

- 10 incredible speakers.

- Nearly 1,000 in attendance.
- Video Views from past TEDxZumbroRiver events approaching a half million.
- 70+ Community-driven creative thinkers and volunteers work TEDxZumbroRiver.

Ben Creo, co-lead organizer adds “We think our salons can deepen the experience for the lovers of TEDxZumbroRiver. We think it will be amazing.”

One prior attendee said it was “Like attending an academic rock concert!”

For Interviews contact:

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ABOUT TEDxZumbroRiver

Operating under a license from TED, a group of community volunteers led by Ben Creo and Barbara Spurrier are organizing this independently produced event. TEDxZumbroRiver embraces the opportunity to express our region’s thoughts, ideas, concepts and creativity!

The TEDxZumbroRiver experience will showcase the Rochester area’s imagination and inspire our community by:

- Unleashing fresh ideas that matter
- Expanding horizons
- Inspiring individuals
- Energizing the community for even more new ideas, projects, and collaborations.

About TEDx, 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, TED Talks 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, usually in the form of short, powerful talks (18 minutes or fewer) delivered by today’s leading thinkers and doers. Many of these talks are given at TED’s annual conference in Vancouver, British Columbia, and made available, free, on TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Monica Lewinsky, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

TED’s open and free initiatives for spreading ideas include TED.com, where new TED Talk videos are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from thousands of volunteers worldwide; the educational initiative TED-Ed; the annual million-dollar TED Prize, which funds exceptional individuals with a “wish,” or idea, to create change in the world; TEDx, which provides licenses to thousands of individuals and groups who host local, self-organized TED-style events around the world; and the TED Fellows program, which selects innovators from around the globe to amplify the impact of their remarkable projects and activities.

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