

## Press Kit

# RISE. Ideas that Elevate.

## Why the theme RISE?

You can *RISE* to the challenge, through the ranks, to fame, like a Phoenix from the ashes, to the occasion, up, above, to the top like cream, and shine! It's undeniable—this likeable little verb packs some seriously powerful positivity. And, couldn't we all use a little pick-me-up? If you think about it, the world's always been a heavy place. But today's global digital culture can sometimes deliver what feels like an endless stream of bad news and discouragement, making it easier than ever to carry that weight on our shoulders.

And, so, we often do.

This year's event is dedicated to great thinkers who've dared to believe we can help one another lighten the load by calling on the power of positivity. Whose ideas have—in some way great or small, personal or public, in word or song, theory or thought—suggested we can trade the heaviness of hopelessness, resentment and self-preservation for the lightness of anticipation, curiosity and self-sacrifice. It's a day dedicated to transcending the past and transforming the future. RISE 2017—get ready to celebrate *Ideas that Elevate!*

## About TEDxPasadenaWomen

TEDxPasadenaWomen seeks to provide a launch pad for the cross-pollination of ideas and expertise between industries, socio-economic groups, ages and life experiences. The goal of our local organization is to provide opportunities to come together as a community of bright minds with diverse interests to share discourse inspired by TEDx talks that are idea-focused and cover a wide range of subjects.

TEDxPasadenaWomen is an event like no other. Driven by powerful ideas, remarkable talents and the desire to share inspiration as a catalyst for change, visit the TEDxPasadenaWomen website to learn more: [www.tedxpasadenawomen.com](http://www.tedxpasadenawomen.com).

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## Heather Heimerl Brunold, Executive Director

Heather Heimerl Brunold brings more than two decades as a thought leader in education with a specialty in adolescent development and family/school dynamics. After completing her doctorate in education from the University of Southern California, Heather became recognized as an expert in school type and its role in college preparation.

As a fifth-generation Southern Californian, Heather grew up in La Canada and Pasadena. As Co-Owner/CEO, she established PreparedToLaunch, LLC, a cutting-edge education consulting firm that strives to cultivate healthy partnerships between parents and high schools, high schools and colleges, and among cultures to establish long-term success for a young person's future.

Heather is by nature a helper, a healer and a teacher. She is happiest when people are understanding something, learning something or enhancing themselves in a way they have never before thought possible. This passion, coupled with her specialized skillset for building relationships, is the approach she has taken in the lead role on this year's TEDxPasadenaWomen as Executive Director/Licensee.

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