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TEDxPasadena Announces 2018 theme: TRANSFORM

The event will be held at The Huntington Library on Saturday, September 22nd

Pasadena – May 1, 2018 – TEDxPasadena, an independently organized event licensed by TED, announces their 2018 theme: TRANSFORM. TEDxPasadena will bring together thought-leaders for an all-day event on Saturday, September 22, 2018 from 8AM-5PM.

The theme TRANSFORM was announced in front of more than 125 guests including key community leaders, past TEDxPasadena and TEDxPasadenaWomen supporters and corporate partners on the evening of Thursday April 26 at CTRL Collective, on Arroyo Parkway in Pasadena. Guests were treated to the unveiling of TRANSFORM at a catered party, and enjoyed networking with patrons and corporate sponsors from the greater Pasadena areas. Past and current TEDx speakers were also in attendance.

This year's TEDxPasadena event brings veteran TEDxPasadena and TEDxPasadenaWomen licensee, executive director Heather Heimerl Brunold, together with new co-organizers; Dawn Fanning Moore, heading up production and operations, and Rebecca Love Haussling, overseeing development and marketing.

“This year’s theme celebrates our ability to transform, from subtle internal shifts to seismic quantifiable ones,” said executive director Heather Heimerl Brunold. *“Our program will include an amazing roster of speakers that will explore stories and words that change the way we think, experience, contribute to and live in the world – and we are excited to see how they transform us. I’m thrilled to be producing this year’s event with an exceptional team of community leaders, including my co-organizers, Dawn and Rebecca.”*

TEDxPasadena will feature a full program with more than 12 dynamic speakers reflecting on the event theme: TRANSFORM. The theme was inspired by the otherworldly facets of transformation; caterpillars to butterflies, winter to spring, simple marks on paper to a stunning portrait. *“So many transformations are visual but the world is full of transformations that are far less conspicuous – and no less meaningful. Sublime joy, wrenching tragedy, an enlightened conversation – these, too, can transform. And so can words and stories,”* said Brunold.

Individual tickets sales are limited and will be available through TEDxPasadena.org starting July 15, 2018. TEDxPasadena organizers are seeking scholarship patrons, corporate partners and event sponsors who are interested in benefits that include customized and unique day-of branding opportunities.

For more information please visit facebook.com/tedxpasadena, [Instagram.com/tedxpasadena](https://instagram.com/tedxpasadena) or contact Rebecca Haussling, Co-organizer and Director of Development and Marketing rebecca@tedxpasadena.org / 310.922.7384 / www.tedxpasadena.org

TEDxPasadena: TRANSFORM will be held on Saturday, September 22, 2018 at The Huntington Library, Art Collection, and Botanical Gardens, 1151 Oxford Rd, San Marino, CA 91108

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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. 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, Nandan Nilekani, 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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