



City of Arts & Innovation

News Release

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TEDxRiverside Event Emphasizes Innovation, Science, Technology, Entertainment

Tickets now on sale for locally-organized event Oct. 16 patterned after wildly successful TED talks

RIVERSIDE, Calif. – From Nobel Laureate chemist Richard Schrock to Grammy-winning singer Melissa Manchester, the TEDxRiverside event on Oct. 16 features a wide array of speakers from the fields of innovation, science, technology, entertainment, sports and academia.

The independent and locally-organized TED event at the Fox Performing Arts Center is a perfect fit for the City of Arts and Innovation, as Riverside is known. Events like TEDxRiverside bring the “Technology, Entertainment, Design” style of presentations that TED is known for to a local community. Sponsors include the City of Riverside and Riverside Public Utilities.

The event’s speaker list also includes Sally Rockey, a Deputy Director of the National Institutes of Health; San Bernardino-based animatronics guru Garner Holt; former NFL player Kermit Alexander; and Riverside native, dancer and cystic fibrosis survivor Adam Young.

“Riverside is very fortunate to have a group of community leaders who are ready and willing to put together a TEDx talk, let alone one as impressive as this,” Riverside Mayor Rusty Bailey said. “Riverside is a City of Arts and Innovation, and there are few things as closely tied to innovation as TED. I look forward to the ‘Ovation for Innovation’ event and writing the next chapter in Riverside’s long history of being on the cutting edge of the entrepreneurial spirit in Southern California.”

TEDxRiverside was conceived and is being organized by the 2014 class of Leadership Riverside, the 10-month program of the Greater Riverside Chambers of Commerce that helps develop the next generation of Riverside leaders.

“TEDxRiverside is an effort by a group of local community leaders who knew our community had a lot to offer and thought hosting a TEDx event would be a great way to promote these great works and potentially reach a global audience,” said Dr. Michael Pazzani, Vice Chancellor for Research and Economic Development at the University of California Riverside and the organizing committee chairman. “The Leadership Class of 2014, with the help of many local sponsors, saw the importance of

furthering efforts underway in the region to promote arts and innovation. TEDxRiverside is a unique way to bring an entire day filled with exceptional speakers to one stage accomplishing this goal."

Like all TED and TEDx events, TEDxRiverside is a non-profit event, with all monies from tickets going back into the event. About 500 local high school students will be invited to attend the conference as sponsored guests "in an effort to excite and inspire these young people," Pazzani said.

Other sponsors include the County of Riverside Economic Development Agency, Lexus of Riverside, Albert A. Webb Associates, Security Bank of California, Best Best & Krieger, Innovation Economy Crowd, MyLearningStudio.com and the University of California, Riverside.

Tickets for the event, which includes a catered lunch, range from \$99 for VIP seating, \$75 for preferred and \$50 for general admission. Individual tickets may be purchased online through Live Nation -- <http://www.livenation.com> -- or in person at the Fox Performing Arts Center box office, 3801 Mission Inn Avenue in downtown Riverside. Group tickets are available through the organizers at tedxriverside@gmail.com

Other speakers include:

Gregory Adamson -- "Facing the Music"

James Beck -- "SerfBliss: Pay-It-Forward"

Gordon Bourns -- "Hands on STEM Education"

Steve Breen -- Pulitzer Prize-winning cartoonist

Giovanni Dubois -- "Creating Valuable Relationships"

Scott Hill -- College Board

Sarah Horn -- "Be Inspired. Be Ready. Lessons from the Hollywood Bowl"

George John, CEO, Rocket Fuel -- "Artificial Intelligence"

Brian Levin, criminologist and attorney, Cal State San Bernardino -- "Study of Hate and Extremism"

Melinda Muganzo -- "Give me my energy back!"

Gladys Muir, assistant professor of nursing, Pacific Union College -- "Health/Med/Therapy"

Sarah Mundy, City of Riverside -- "Harada House"

Jennifer O'Farrell, executive director, Big Brothers/Sisters, Inland Empire -- "Human Trafficking"