

NEWS RELEASE



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TEDxWaterloo event to be streamed live to the Laurier community

WATERLOO – In a major multi-campus event, Wilfrid Laurier University will provide a live feed to the innovative TEDxWaterloo conference March 3 at Laurier's Waterloo and Brantford campuses, as well as its Toronto and Kitchener locations.

Twelve inspiring speakers including Roberta Bondar, the world's first neurologist in space, and Vicky Keith, the most successful marathon swimmer in the history of the sport, will be beamed from the stage at Kitchener's Centre in the Square to Laurier locations via a live feed sponsored by Laurier's President's Innovation Seed Fund (PISF).

"The President's Innovation Seed Fund aims to create a culture of innovation within Laurier and encourages everyone to get involved," said Steve Farlow, chair of the PISF and executive director of Laurier's Schlegel Centre for Entrepreneurship. "This will be a single event focused on innovation that connects all of Laurier's campuses through live streaming. It is meant to inspire and connect us through our passion for learning and creating."

TED (Technology, Entertainment, Design) is an annual conference that started in California featuring thought leaders. In the spirit of "ideas worth spreading," TED has created a program called TEDx, which is a program of local, self-organized events that bring people together to share a TED-like experience.

The Laurier community is invited to watch the conference at the following locations:

- Laurier's Waterloo campus – The Turret
- Laurier's Brantford campus – The Read Lounge in the Carnegie Building (CB 100)
- Laurier's Toronto office – The Boardroom, 130 King St. W. (main floor, Exchange Tower)
- The Faculty of Social Work – Room 201, 120 Duke St. W., Kitchener
- Laurier's academic partnership space at the Communitech Digital Media Hub in the Tannery, 151 Charles St. W., Kitchener

The theme of the 2011 event is "Discover, Explore, Challenge." The 12 speakers have been grouped into three time slots. The "Discover" group is from 1 p.m. to 2:45 p.m. The "Explore" group is from 3:45 p.m. to 5:25 p.m. The "Challenge" group is from 6:40 p.m. to 8 p.m. An agenda of speakers will be available at the various Laurier locations. A full list of 2011 TEDxWaterloo speakers can be found at: <http://www.tedxwaterloo.com/tedxwaterloo-2011-speakers/>.

For more information about the Laurier event, please contact Kory Jeffrey at kjeffrey@wlu.ca or Christie Schellenberger, acting manager of the Schlegel Centre of Entrepreneurship, at cschellenberger@wlu.ca.