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**High-Powered Changemakers Convene on
“TRANSFORMATION | DRIVING CHANGE” at TEDxTimesSquare**

*300+ Business Leaders Take Over The Times Center
Culminating with the Ringing of The NASDAQ Stock Market Closing Bell*

NEW YORK, NY – October 24, 2013: TEDxTimesSquare, committed to showcasing stimulating TED talks from thought leaders with a strong connection to Times Square and midtown, is hosting “**TRANSFORMATION | DRIVING CHANGE**” on November 1, 2013 from 9:00AM to 1:30PM at The Times Center. This year’s speakers, including many CEOs and transformational leaders, will focus on the ideas and innovations that will fuel transformative change. The event will culminate at the closing bell on the floor of the NASDAQ stock exchange.

“We are bringing to the stage transformational leaders to share their techniques for growth and proven success strategies,” said **Randy Joy Epstein, Founder & Co-organizer of TEDxTimesSquare**. “TEDxTimesSquare is a global platform bringing transformative ideas to the world stage to drive change.”

Drawing on the success of April’s inaugural TEDxTimesSquare conference on “Openness,” which attracted over 300 high-level attendees, 2,500 live streamers and has been viewed over 200,000 times on YouTube, “**TRANSFORMATION | DRIVING CHANGE**” will include speakers from tech, digital, social enterprise entrepreneurship and publishing with a passion for provoking change in and beyond New York City.

Some of this year’s speakers include:

- **Kurt Abrahamson, CEO of ShareThis** – Helping drive the transformation of the sharing economy by harnessing the power of the data generated to enhance human connectivity
- **John Sargent, CEO of Macmillan Publishing** – Transforming its product and its very model to exploit the change driven by technology
- **Tim Tompkins, President of the Times Square Alliance** – Punctuating the transformative power of “the pause” at the chaotic Crossroads of the World
- **Irwin Simon, CEO at Hain Celestial Group** – Pioneering transformation in the natural, organic and health food industry
- **Itzhak Fisher, EVP, Global Business Development at Nielsen** – At the cutting edge of transforming a traditional data company into a global, innovative information and

measurement leader.

- **Veronique Gabai-Pinsky, Global Brand President, Aramis and Designer Fragrances, BeautyBank and IdeaBank at The Estee Lauder Companies Inc.** – Using craft, culture and creativity to transform beauty from the core
- **Josh Klein, entrepreneur and unorthodox systems thinker** – Reflecting on how technology is redirecting the world to change what it values
- **Anjali Kumar, General Counsel and Head of Social Innovation at Warby Parker** – Driving change in a stagnant industry and transforming it with new ideas and bold actions
- **David Weild, former Vice Chair of NASDAQ, Chairman and CEO of IssuWorks** – Transforming the way small companies and startups are funded and nurtured in the age of social finance
- **Sheena Wright, President and CEO of United Way New York of City** – Transforming human, social and physical capital to break down barriers and build opportunities for community wellbeing

“We are thrilled to be part of TEDxTimesSquare’s November event, which will culminate with the speakers at the ringing of the closing bell at the NASDAQ MarketSite Studio,” said **NASDAQ OMX Vice Chairman Sandy Frucher**. “We invented the electronic exchange and pioneered new technologies to address the constantly evolving global economy. In line with the event’s themes of transformation and driving change, we at NASDAQ believe transformation is at the heart of our business.”

*All press requests should be sent to **Kamian Allen or Eleni Bourinaris at The TASC Group, 646-723-4344 or kamian@thetascgroup.com/eleni@thetascgroup.com**. Eleni Bourinaris is the official spokesperson for TEDxTimesSquare. Please note that TEDx event organizers are not able to speak for the TED Conference. Any inquiry regarding TED should be sent to: Melody Serafino, TEDx Media Liaison, TEDxPR@groupsjr.com.*

While we appreciate any coverage, we kindly ask that all journalists and/or bloggers be respectful of the difference between the TED and TEDx brands. The 'x' in 'TEDx' stands for "independently organized events." Any headline or text, which implies "TED" is coming to TEDxTimesSquare is misleading.

For more information on TEDxTimesSquare, visit www.TEDxTimesSquare.com.

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, TEDTalks 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. Started as a four-day conference in California almost 30 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes on a diverse mix of topics. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. The TED2014 Conference will take place in Vancouver, British Columbia, along with the TEDActive simulcast in neighboring Whistler. TEDGlobal 2014 will be held in Rio de Janeiro, Brazil.

TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project,

which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed; and TEDBooks, short e-books on powerful ideas. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world; and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

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