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GENEVA, 4 April 2012 – TEDxGenevaChange is taking place on Thursday April 5 at the Geneva headquarters of the Joint United Programme on HIV/AIDS (UNAIDS), where five local leaders will invite the global community to look at and fit into the big picture around global health and development issues. The event will be webcast live at 15:00 CET: <http://new.livestream.com/tedx/tedxgenevachange>

TEDxGenevaChange is one of nearly 200 events unfolding around the world on the same day under TEDxChange, a partnership between the Bill & Melinda Gates Foundation and the TEDx program. Convened by Melinda French Gates and hosted by TED curator Chris Anderson, this year's TEDxChange strives to address the following questions:

- Why should we, as a society, continue to invest in global health and development?
- How can we work across borders and political boundaries to make positive change?
- And what returns can we expect on our investments?

Innovators who will present at TEDxGenevaChange include:

- **Gerard Bos**, who works with one of the world's leading cement and aggregates suppliers, will talk about reconciling sustainability with his daily work, and taking care of nature and people within an industry that traditionally exerts massive pollution.
- **Mahesh Mahalingam**, who has devoted the last 21 years to the global AIDS response, will share his view of the world through the lens of AIDS, exploring ways of achieving the seemingly ambitious goal of ending the epidemic.
- **Tjeerd Royaards** will introduce investigative comics journalism as a way of keeping crises in the media spotlight when the emergency phase has passed yet people are still suffering the effects of the crisis and in need of support.
- **Katharina Samara-Wickrama** will elaborate on the unbalanced power relations between humanitarian aid providers and recipients, which, in her view, can undermine the effectiveness of humanitarian relief work.
- **Muralee Thummarukudy** will explain why he still firmly believes that all disasters are preventable, despite 2011 having been the most destructive year on record.

The signature event of TEDxChange2012 will be staged in Berlin with five other speakers including Melinda Gates.

Follow TEDxGenevaChange live

Tune in to watch the live-streaming starting at 15:00 CET Thursday 5 April 2012 at:
<http://new.livestream.com/tedx/tedxgenevachange>

For more information on the speakers and the event, visit the official website
www.tedxgenevachange.com and follow on Twitter at
<http://twitter.com/TEDxGVACchange>

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 26 years ago, TED (Technology, Education and Design) has grown to support those world-changing ideas with multiple initiatives. At TED, the world's leading thinkers and doers are asked to give the talk of their lives in 18 minutes or less. Talks are then made available, free, at TED.com.

About TEDx, x = independently organized event

In the spirit of "ideas worth spreading," TED created TEDx. 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.