



FOR IMMEDIATE RELEASE

IdeaFestival® Passes Now On Sale and Reinvention Plans Announced for 2017

May 16, 2017 (Louisville, KY) - [IdeaFestival®](#), a leading “space” for imagination, disruptive thinking and curious minds, today announced its initial speakers and reinvention plans for 2017. The Festival will be held from Sept. 26th -28th, at the Kentucky Center for the Performing Arts, led by Presenting Sponsor Delta Dental of Kentucky. Festival Passes are [now on sale](#) for \$249.

This year's event will again bring together an impressive list of emerging and well-known influencers and creative thinkers from a variety of disciplines. Initial speakers announced to date include:

- [John King](#) - CNN Chief National Correspondent and anchor of *Inside Politics*.
- [Timothy Harlan M.D.](#) - Physician, chef, author and director of the Goldring Center for Culinary Medicine at Tulane University.
- [Emily Dreyfuss](#) - Senior Writer at WIRED covers the intersection of technology and society including monitoring trends, innovations and factors that influence the future.
- [Peter Gray](#) - American psychologist and professor at Boston College who explores how unleashing the human instinct to play makes children happier, more self-reliant and better learners for life. In partnership with Bernheim Forest.

2017 REINVENTION PLANS

[IdeaFestival](#) is undergoing a complete reevaluation and reinvention of every aspect of the enterprise. As part of this reimagining process, an abbreviated two-day event is being held on September 27th - September 28th, preceded by [Thrivals 10.0](#), led by Dr. Nat Irvin, on Tuesday, September 26th targeting the youth audience.

“Since our first event in Lexington in 2000, IdeaFestival has relentlessly stressed the importance of creativity, discovery and high-speed innovation. Given the nature of this annual event, we inevitably must start planning the next IdeaFestival the day after the previous one ends. A lot has changed since we started down this path and everything is on the table...and we believe it’s time to rethink and reinvent IdeaFestival for the future – from overall design to content and production to our financial sustainability,” said Kris Kimel, IdeaFestival Founder.

During this entire year and into 2018, IdeaFestival looks forward to working with the broader IF community to design an exciting, sustainable model for the future.

Visit [ideafestival.com](#) to learn more and [purchase your Festival Pass](#).



ABOUT IDEAFESTIVAL®

Founded in 2000, IdeaFestival® is a celebration of creativity and network of global thinkers and innovators connected by an intense curiosity about what is impacting and shaping the future of the arts, business, technology, design, science, philosophy, education, etc. Follow us [@ideafestival](#) and #IF17 to get the latest updates on speakers, sessions and events.

Contact:

Kris Kimel

kkimel@ideafestival.com