

**FOR IMMEDIATE RELEASE**

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**HOW TO PARTICIPATE IN ASPEN IDEAS FESTIVAL –  
WITH OR WITHOUT A PASS**

*Increased social media and online helps bring Festival to more people than ever*

**Aspen, CO, TKDate** – In its seventh year, the Aspen Ideas Festival has expanded the opportunities for people to engage the with the Festival, its speakers, and attendees. For the first time ever, Festival specific **Twitter** ([@aifestival](https://twitter.com/aifestival)) and **Facebook** ([www.facebook.com/aspenideas](http://www.facebook.com/aspenideas)) profiles will keep followers updated on everything going on at the Festival. On Twitter, followers can also join the conversation with the hashtag [#AspenIdeas](https://twitter.com/AspenIdeas). These accounts will foster a year-round dialogue focusing on the topics and conversations coming out of the Festival. Additionally, with a redesigned website, fans of the Festival can now follow our **Aspen Ideas Blog** ([www.aifestival.org/blog](http://www.aifestival.org/blog)) for daily highlights and video clips from the Festival. During the week of the Festival, we'll live-stream a number of our sessions on our website —and nearly all session videos will be posted on the site in the weeks and months following the Festival.

For the first time ever, The Aspen Institute has partnered with [FORA.tv](http://FORA.tv) to bring the Aspen Ideas Festival 2011 LIVE and on-demand. Watch Festival programs taking place at the Aspen Institute's Paepcke Auditorium from June 27 - July 3, 2011. Purchase includes LIVE viewing and 14 days of on-demand access. Register today, at [www.aifestival.org/register](http://www.aifestival.org/register).

Additionally, we'll feature short interviews with Festival speakers on our homepage, provided by our friends at [www.genConnect.com](http://www.genConnect.com).

“As the Festival continues to grow we wanted to make sure we were engaging with our audience in as many ways as possible. This year in particular, we have expanded our online presence through a redesigned website with more videos and blogs, as well as new Festival specific social media channels,” said Kitty Boone, vice president of public programs at the Aspen Institute. “We hope to use our expanded online presence to find new ways to engage with our audience and hear what their big ideas are.”

Look for full-session video and clips here:  
**Aspen Ideas Blog** ([www.aifestival.org/blog](http://www.aifestival.org/blog))

**YouTube** ([www.youtube.com/aspeninstitute](http://www.youtube.com/aspeninstitute))

**Tumblr**([www.aifestival.tumblr.com](http://www.aifestival.tumblr.com))

**Aspen Institute Blog** ([www.aspeninstitute.org/video](http://www.aspeninstitute.org/video))

You can also get more coverage of the Festival from our partners at *The Atlantic* with their “Ideas Special Report,” which runs from June 14 to July 18. The special report will include:

- Video from the Aspen Ideas Festival
- A “Today at Aspen” photo gallery
- An #AspenIdeas Twitter feed
- Blog posts highlighting ideas from all sections of [TheAtlantic.com](http://TheAtlantic.com), and responses to a new question we put to our readers each day.

The “Ideas Special Report” coincides with the July/August Ideas of The Atlantic in print and online, focused on The Most Powerful Ideas Shaping Our World. For more, visit [TheAtlantic.com/special-report/ideas](http://TheAtlantic.com/special-report/ideas).

In addition to the coverage from *The Atlantics*, the following media outlets will be broadcasting live from the Festival, so watch for local listings and airtimes:

- MSNBC’s “Andrea Mitchell Reports”
- CNBC’s “Closing Bell with Maria Bartiromo”
- APM’s “Marketplace” LIVE with Kai Ryssdal
- NPR’s “Talk of the Nation”
- Thomson Reuters' "Aspen Ideas with Chrystia Freeland"
- Aspen Public Radio airing live and taped sessions. Check [www.aspenpublicradio.org](http://www.aspenpublicradio.org).
- Minnesota Public Radio will be airing taped sessions and special reports all summer. Check [www.minnesota.publicradio.org](http://www.minnesota.publicradio.org).
- CBSNews.com will tape [Washington Unplugged](#) with John Dickerson at the Ideas Festival.
- Plum TV’s “Plum Daily”

### **About *The Atlantic***

Since 1857, *The Atlantic* has played a central role in shaping the national debate on current affairs and cultural trends. Dedicated to bold, independent, diverse, and highly reasoned perspectives, its writers, bloggers, and critics represent the best in American journalism. *The Atlantic*’s award-winning commentary and coverage can be found in its magazine, on its website at [www.TheAtlantic.com](http://www.TheAtlantic.com), and at 100+ events a year produced by its industry-leading events division, AtlanticLIVE.

### **About the Aspen Institute**

**The Aspen Institute** mission is twofold: to foster values-based leadership, encouraging individuals to reflect on the ideals and ideas that define a good society, and to provide a neutral and balanced venue for discussing and acting on critical issues. The Aspen Institute does this primarily in four ways: seminars, young-leader fellowships around the globe, policy programs, and public conferences and events. The Institute is based in Washington, DC; Aspen, Colorado; and on the Wye River on Maryland’s Eastern Shore. It also has an international network of partners. For more information, visit [www.aspeninstitute.org](http://www.aspeninstitute.org).

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