



FOR IMMEDIATE RELEASE

Contact: Rebecca Morley
(215) 568-2525
rmorley@devinepowers.com

**BEST-SELLING AUTHOR ELIZABETH GILBERT TO DISCUSS
“CREATIVITY WITHOUT DRAMA”
AT GLOBAL CREATIVE ECONOMY CONVERGENCE SUMMIT IN PHILADELPHIA**

September 16, 2009 (Philadelphia, PA) – Today, Innovation Philadelphia announced that Elizabeth Gilbert, author of the *New York Times* #1 Best Seller *Eat, Pray, Love*, will debut as a keynote speaker at the organization’s Global Creative Economy Convergence Summit (www.GCECS2009.com) on October 5, 2009 at the Pennsylvania Convention Center in Philadelphia. Ms. Gilbert’s speech on “Creativity without Drama” will challenge the idea that creative people must suffer for their artistry in order to be taken seriously, and will emphasize the importance of teaching and practicing creativity without embracing distracting dramas along the way.

“We are so pleased to announce Elizabeth Gilbert as a keynote speaker, and are thrilled to have her speech open the Summit,” said Innovation Philadelphia President and CEO Kelly Lee. “She has tremendous insight when it comes to discovering your creative abilities and we know our attendees will learn a lot from her about embracing the creative process.”

Ms. Gilbert, a former Philadelphia resident, first broke into the literary scene in 1993 when *Esquire* magazine published one of her short stories. Since then, Ms. Gilbert has published several books, including the wildly successful *Eat, Pray, Love*, which documented the year she spent traveling the world alone after a difficult divorce. Since that time, *Eat, Pray, Love* has been published in more than 30 languages with more than 7 million copies in print, and Ms. Gilbert has experienced a wave of success including being named one of *TIME* magazine’s 100 Most Influential People in the World in 2008.

-more-

Elizabeth Gilbert, Page 2/2

In addition to Ms. Gilbert's speech there will be several panels and workshops dedicated to exploring the creative process as part of the Summit's Creative Economy 201 track. Some examples include: Creating a Culture of Entrepreneurial Journalism, Civic Innovation Lab, Success Practices: Why Reinvent the Wheel?, The View from Amber Street, Creativity Around the Globe, Crowdsourcing Culture, Facts and Stats of the Creative Economy, and Regional Creative Economy Strategies. The other Summit tracks include Creative Entrepreneurship, Creative 21st Century Workforce, Creative Technologies, and Creative Sustainability.

Full registration to the Summit is \$225 and includes access to all Summit-related panels, workshops, presentations and tours, as well as all meals and receptions for both days of the Summit. A "No Frills" registration option is also available for \$75 and includes access to all Summit-related panels, workshops, presentations and tours, but does not include meals. Individual tickets to keynote presentations may be purchased as well. Elizabeth Gilbert's October 5 keynote address will be sponsored by Drexel University. It will be held at 8:30 a.m. and tickets are \$50 and include breakfast.

About the Global Creative Economy Convergence Summit

On October 5-6, 2009 Innovation Philadelphia will host the 2009 Global Creative Economy Convergence Summit, which will bring together entrepreneurs, business leaders, and creative industry professionals to network, exchange ideas, and share information on emerging technology and initiatives that drive a successful creative economy. The Summit will be held at the Pennsylvania Convention Center, located in the heart of Philadelphia at 1101 Arch Street, Philadelphia, PA 19107. Accommodations are available at the Summit's official hotel, the Loews Philadelphia Hotel, conveniently located at 1200 Market Street, Philadelphia, PA 19107. Registration for the two-day Summit is \$225. For more information about the Summit or to register online, please visit www.GCECS2009.com.

About Innovation Philadelphia

Innovation Philadelphia is committed to supporting technology-driven economic growth in the Philadelphia region through growing the region's for-profit creative industries, attracting and retaining young professionals vital to economic growth and fostering entrepreneurship and new ideas. For more information about Innovation Philadelphia and its initiatives, please visit www.innovationphiladelphia.com.

###