

Inaugural TEDxSt Pete Women Event to Transform September 11th into Catalyst for Community Greatness

First-ever TEDxSt Pete Women event in St. Petersburg, Florida brings together visionary leaders to inspire the city's "Golden Age of Greatness"

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“

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Montrella Cowan, TEDxSt Pete Women Curator and Organizer

announces its groundbreaking inaugural event, set to take place September 11, 2025, with the powerful theme “The Golden Age of Greatness: Flourishing in Health, Wealth, and Happiness.” This historic gathering marks the first TEDx St. Pete Women event, positioning the city as a new hub for transformative ideas and community-driven solutions.

“September 11th holds a somber place in our hearts, a day that brought an immense awakening to the vulnerabilities and complex problems we face globally,” states [Montrella Cowan](#), Curator and Organizer of TEDxSt Pete Women. “We intentionally chose this date not to diminish its remembrance, but to infuse it with a new purpose: to

gather, reflect, and highlight ideas that inspire resilience, forge solutions, and empower every individual to access their own Golden Age of Greatness. It's about transforming collective grief into purposeful action and a renewed commitment to human flourishing.”

As Saint Petersburg experiences rapid growth and the ongoing challenges of gentrification and recovery from recent hurricanes, TEDxSt Pete Women emerges as a timely response to the community's need for unity, innovation, and forward-thinking leadership. The event is designed to move beyond conversation toward active solutions that build a brighter, more equitable future for all residents.

The inaugural event aims to create three distinct impacts: forging a more connected and inclusive community by bringing diverse voices together for the first time under the TEDx banner; elevating St. Pete as a hub for local solutions through innovative approaches to pressing issues like affordable housing and infrastructure development; and empowering individual

flourishing across health, wealth, and happiness to contribute to the city's collective advancement.

"Our community's full potential remains untapped," explains Cowan. "We're not just hosting another conference – we're igniting a crucial conversation and extending an invitation for every resident to engage in building our city's future. St. Pete's vibrant business district and visionary leaders hold immense power to drive meaningful change."

What sets TEDxSt Pete Women apart from other TEDx events is its intentional focus on actionable community building. Beyond inspiring talks, the event offers carefully designed networking opportunities for true collaboration, ensuring an active, transformative experience rather than passive observation.

Cowan envisions TEDxSt Pete Women as the foundation of an annual tradition that will become deeply woven into St. Petersburg's cultural fabric for years to come.

"This Golden Age isn't a bygone era – it's something we're creating right now," Cowan emphasizes. "By hosting our event on September 11th, we're transforming remembrance into a direct catalyst for our collective future, where personal journeys contribute to our city's and the world's greatness."

The timing is particularly significant as parts of St. Petersburg continue recovery efforts from last year's hurricanes, making the themes of resilience and community rebuilding especially relevant.

TEDxSt Pete Women is an independently organized TEDx event that brings together thought leaders, innovators, and community builders to share ideas worth spreading.

[Event Details:](#)

Date: September 11, 2025

Location: The Museum of Fine Arts, St. Pete

Theme: The Golden Age of Greatness: Flourishing in Health, Wealth, and Happiness

About Montrella Cowan

Montrella Cowan is a visionary, business strategist, and passionate advocate for impactful ideas, dedicated to empowering voices to reach global stages. As the esteemed Curator and Organizer of TEDxSt Pete Women, Montrella's unique genius lies in identifying transformative messages and meticulously crafting platforms for them to shine.

Her passion extends beyond the stage; it's about giving individuals the courage and clarity to elevate their truths, transforming personal insights into universal inspiration. Montrella believes fiercely in the power of a single idea to spark movements, and through TEDxSt Pete Women, she meticulously cultivates an environment where diverse perspectives converge, creating an

unforgettable tapestry of innovation and thought leadership. She is the magnet for those destined for global impact, compelling speakers and attendees alike to become part of a profound collective experience that ignites minds and elevates the human spirit.

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, TED Talks video and live speakers combine to spark deep discussion and connection. 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, nonpartisan organization dedicated to discovering, debating and spreading ideas that spark conversation, deepen understanding and drive meaningful change. Our organization is devoted to curiosity, reason, wonder and the pursuit of knowledge — without an agenda. We welcome people from every discipline and culture who seek a deeper understanding of the world and connection with others, and we invite everyone to engage with ideas and activate them in your community.

TED began in 1984 as a conference where Technology, Entertainment and Design converged, but today it spans a multitude of worldwide communities and initiatives exploring everything from science and business to education, arts and global issues. In addition to the TED Talks curated from our annual conferences and published on TED.com, we produce original podcasts, short video series, animated educational lessons (TED-Ed) and TV programs that are translated into more than 100 languages and distributed via partnerships around the world. Each year, thousands of independently run TEDx events bring people together to share ideas and bridge divides in communities on every continent. Through the Audacious Project, TED has helped catalyze more than \$3 billion in funding for projects that seek to make the world more beautiful, sustainable and just. In 2020, TED launched Countdown, an initiative to accelerate solutions to the climate crisis and mobilize a movement for a net-zero future, and in 2023 TED launched TED Democracy to spark a new kind of conversation focused on realistic pathways towards a more vibrant and equitable future. View a full list of TED's many programs and initiatives.

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