

# TRAVELLER

## For immediate release

### NATIONAL GEOGRAPHIC TRAVELLER (UK) – Photography Competition 2012 Shortlist Unveiled

[www.natgeotraveller.co.uk](http://www.natgeotraveller.co.uk)

LONDON (27 January 2012) – *National Geographic Traveller* (UK) has unveiled the Shortlist for its Travel Photography 2012 Competition, now available to view at: <http://photos.natgeotraveller.co.uk>

As a leader in breathtaking you-are-there photography from across the world, *National Geographic Traveller* launched its inaugural photo competition last September in association with The Aurora Zone and Tesco.

UK photographers were asked to submit their entries in one of six categories: People, Culture, Nature, Landscape, Adventure and City, for a chance to win a once-in-lifetime trip to see the Northern Lights in Finland with The Aurora Zone and a top of the range camera and kit, courtesy of Tesco.

The judging panel consisted of Carol Enquist, National Geographic's photo editor; Jonathan Briggs, editor of the British Institute of Professional Photography's (BIPP) *The Photographer* magazine; Marina Syrmakezi from The Association of Photographers; and Chris Hudson, *National Geographic Traveller's* art editor.

Chris Hudson said: "We had thousands of UK entries in this, the first *National Geographic Traveller* photography competition, and were truly impressed at the incredibly high standard of submissions, whether professional or amateur. Many were exactly what we were looking for: inspirational, high quality images capturing unique moments from all corners of the globe.

He added: "In just one frame, a photo can embody the essence, emotion and atmosphere of a destination and sum up a multitude of feelings in the flash of a shutter."

To see who made the grade and appears in the short list, visit <http://photos.natgeotraveller.co.uk>

The winners will be announced in the next issue and supplement on sale 9 February 2012, priced £3.85.

See the 26-page digital sample of the Jan/Feb 12 issue: [www.natgeotraveller.co.uk/jan12](http://www.natgeotraveller.co.uk/jan12)

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#### Notes

**Photography Competition 2012 Prizes:** The winner will receive a once-in-a-lifetime, four-day trip to see the Northern Lights in Finland, with the Aurora Zone and a top of the range Nikon D5100 with 18-55mm lens kit worth over GBP£1,000, courtesy of Tesco. They will also have their winning photograph published in *National Geographic Traveller* (UK) Photography Supplement. Six runners-up will receive a Nikon S6100 digital camera, courtesy of Tesco. [www.theaurorazone.com](http://www.theaurorazone.com) [www.tesco.com](http://www.tesco.com)

**National Geographic Traveller (UK)** is published under license by **Absolute Publishing Ltd (APL)**, from the National Geographic Society in Washington, D.C. It became the 15<sup>th</sup> local-language edition NATIONAL GEOGRAPHIC TRAVELLER (UK) EDITION

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when it was launched in December 2010. The magazine also is available in China, Spain, Russia, the Netherlands, Israel, Poland, Slovenia, Latin America, Armenia, Czech Republic, Croatia, Indonesia, Romania and South Africa. The 180-page travel and lifestyle magazine is packed full of you-are-there photography, authentic travel experiences and inspiring narratives, all focused on the brand's theme "All Travel, All the Time." [www.natgeotraveller.co.uk](http://www.natgeotraveller.co.uk)

**National Geographic Traveler** (USA) is the world's most widely read travel magazine. It championed sustainable travel before it was cool and, eight times annually, celebrates journeys that are about place, experience, culture, authenticity, living like the locals and great photography. It makes a distinction between tourism and travel and stresses inquisitive, not acquisitive, trips. It employs storytelling and outstanding photography to inspire readers to pick up and go, eschewing fashion and fluff in favour of articles that offer a strong sense of place, inspiring narratives that make readers take trips, and solid service information to help them plan those trips.

**The National Geographic Society** is one of the world's largest nonprofit scientific and educational organisations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society's mission is to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's official journal, published in English and 33 local-language editions, is read by more than 40 million people each month. The National Geographic Channel reaches 370 million households in 34 languages in 168 countries. National Geographic Digital Media receives more than 15 million visitors a month. National Geographic has funded more than 9,600 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com)

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