

TRAVELLER

For Immediate Release

NATIONAL GEOGRAPHIC TRAVELLER (UK) LAUNCHES TRAVEL PHOTOGRAPHY COMPETITION <http://photos.natgeotraveller.co.uk>

LONDON (20 October 2011) — *National Geographic Traveller* (UK) has launched its inaugural Travel Photography Competition in association with Tesco and The Aurora Zone. As a leader in breathtaking you-are-there photography from across the world, *National Geographic Traveller* (UK) wants to see a new vision of the world and is asking entrants to submit their best digital photographs in six categories: People, Culture, Nature, Landscape, Adventure and City.



With the competition now live at <http://photos.natgeotraveller.co.uk> the competition is free to enter and open to anyone from the UK — whatever their age, whether they are an amateur or a professional photographer. The winning image and those on the shortlist will be printed in a special one-off *National Geographic Traveller* (UK) supplement, and feature online — while there's also a whole range of outstanding prizes up for grabs.

The judges include Dan Westergren, *National Geographic Traveler* (USA) senior photo editor, Jonathan Briggs, editor of the British Institute of Professional Photography's (BIPP) magazine *The Photographer*, and Marina Syrmakezi from The Association of Photographers. *National Geographic Traveller* (UK) art editor Chris Hudson will devise the shortlist and will have the final decision.

Chris Hudson, Art Editor, *National Geographic Traveller* (UK) says: "We're looking for a photographer who can capture a moment in time, an experience, or a fresh viewpoint on a familiar subject matter. Photographs need to be of a high standard, make the viewer wish they were there and reflect the longstanding values and qualities of National Geographic."

Pat Riddell, Editor, *National Geographic Traveller* (UK) adds: "National Geographic has been at the forefront of photography for over 100 years and we're very proud to be launching our first annual Photography Competition. It's not only a fantastic opportunity for photographers, amateur and professional alike, to win some amazing prizes but also the chance to showcase their work in our forthcoming supplement."

The Prizes

First prize: An all-expenses-paid photographic commission to Finland with The Aurora Zone (www.theaurorazone.com) to capture the Northern Lights. Plus a Nikon D5100 Digital SLR Camera kit, worth over £1,000, courtesy of Tesco.

Alistair McLean, managing director, The Aurora Zone says: "The great thing about this holiday [prize] is that it is led by a born and bred Lappish photographer. The Arctic and the Northern Lights have been Antti Pietikkainen's lifelong companions and his aim is to 'find the ancient and dreamy dimension of the Aurora Borealis and how they appeared to the people we know from our folklore'. The Aurora Borealis is steeped in a mythology and mysticism that only true Laplanders can fully appreciate. Antti is one such person and this understanding is always evident in his photography."

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NATIONAL GEOGRAPHIC TRAVELLER (UK) EDITION

Runners up: Six runners-up will receive a Nikon S6100 Red Camera — worth nearly £100, exclusive to Tesco.

Winners and short-listed entrants will also receive a one-year subscription to *National Geographic Traveller*.

For more details – including full terms and conditions visit <http://photos.natgeotraveller.co.uk> or look in the most recent issue of National Geographic Traveller on sale now (priced £3.85). Closing date for entries is 15 December 2011. You can enter quickly and easily online by clicking here.

<http://photos.natgeotraveller.co.uk>

NATIONAL GEOGRAPHIC TRAVELLER'S **COMPETITION 2012**

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- If you can't find the magazine – let the team know today!

National Geographic Traveller (UK) is published six times a year, with a cover price of £3.85, via subscription and on newsstands. Visit www.natgeotraveller.co.uk for more information.

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Notes

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 15th local-language edition 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

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 you-are-there photography to inspire readers to pick up and go. And, with the theme of "All Travel, All the Time," it eschews 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 organizations. 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

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