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SHOW OFF! APA KICKS OFF NATIONAL PHOTO COMPETITION

Deadline September 15: Major Prizes, Terrific Judges, Excellent Way to Showcase Work

WHITE PLAINS, NY, September 5, 2006—Come on and Show Off! You know you want to. Everyone does. The Advertising Photographers of America (APA) has kicked off its 2006 National Photo Competition this year with a bang, offering photographers a great way to showcase their work and win national recognition from leaders in the photographic and advertising industry. APA welcomes your submissions via online entry at www.apanational.com. With a deadline of September 15, there's no time to waste! Winners will receive fabulous prizes such as an ultimate digital darkroom with Mac Pro and Cinema display, liveBooks Folio 5.0 packages, Canon EOS 30D Digital SLR 8.2 Megapixel Camera, Fuji FinePix F30 Cameras, Adobe Photoshop CS2, Blinkbid estimating and invoicing software, one year membership to Digital Railroad, AsukaBooks of winning images and a showcase of competition winners in the APA online Winners Gallery. Additionally, winners' images will be showcased at the APA's booth at Photo Plus Expo in November.

"We want to recognize the best photographic talent in the industry through our annual competition," says Constance Evans, APA National Executive Director. "With the prestigious group of judges and wonderfully generous sponsors, we hope to honor the top photographers and students in the country through the 2006 APA National Photo Competition, Show Off!"

The goal of this competition is to encourage and recognize outstanding work that reflects personal vision as well as technical excellence; to increase market opportunities through vigorous post-competition promotion, and to educate and inspire. In keeping with the APA brand, the competition will encourage and emphasize work that demonstrates forethought and planning, is message driven, (away from generic stock-type images) and without a doubt exemplifies technical excellence.

All entries must have been created between August 1, 2004 and August 16, 2006. The nine competition categories are: 1) Advertising 2) Fashion 3) Portrait 4) Still-Life/Products 5) Corporate/Industrial 6) Scenic/Architectural 7) Editorial 8) Personal/Fine Art and 9) Student. Single image entries and series of three images may be entered. The single image entry fee for APA members is \$25 per image/\$35 for non-members; the series entry fee for APA members is \$50 per series/\$75 for non-members. The fee for Student APA members is \$15 per image or series/\$25 for non-members. There is no limit to the number of photographs you may enter.

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APA is extremely pleased with the impressive list of judges for this year's competition. Judges are broken down for each of the nine categories:

- **ADVERTISING:** Patricia Hom, AB, Publicis & Hal Riney, San Francisco; RJ Muna, Photographer, San Francisco; Paul Jones, Creative Director, Grey WW, New York.
- **FASHION:** Paul Aresu, Photographer, New York; Jen Miller, Jane Magazine.
- **PORTRAIT:** James White, Photographer, Los Angeles; Leslie Burns-Dell'Acqua, Creative Consultant, San Diego.
- **STILL-LIFE/PRODUCTS:** Liz Miller, Sr. Art Buyer, Energy BBDO, Chicago; Gregg Lhotsky, Artist Representative, Bernstein and Andruilli, New York.
- **CORPORATE/INDUSTRIAL:** Michael Weymouth; Neal Ashby, Designer, Alexandria, VA.
- **SCENIC/ARCHITECTURAL:** Ian Summers, Consultant, PA.
- **EDITORIAL:** George Pitts, Photo Editor, Life Magazine, New York; Kerry Faulkner, Manager of Advertising Photography, Discovery Channel, DC.
- **PERSONAL/ FINE ART:** Janet Borden, Gallerist, Janet Borden Gallery, New York.
- **STUDENT:** Michelle Borge, Chair of Photography, Parsons School of Design; Bobbi Lane, Photographer, Educator.

For specific directions for submitting images and details on how the competition will be judged, visit www.apanational.com.

About Advertising Photographers of America (APA)

The Advertising Photographers of America (www.apanational.com) is the leading national organization run by and for professional photographers. With a culture that promotes a spirit of mutual cooperation, sharing and support, APA offers outstanding benefits, educational programs and essential business resources to help its members achieve their professional and artistic goals. Headquartered in White Plains, New York with chapters in Atlanta, Los Angeles, the Midwest, New York, San Diego, San Francisco, Charlotte, Kansas City, and Washington, DC, APA strives to improve the environment for advertising photographers and clear the pathways to success in the industry. Recognized for its broad industry reach, APA continues to expand benefits for its members and works to champion the rights of photographers and image makers worldwide. For more information, visit www.apanational.com.

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