

Winner Announced in DK Eyewitness Travel PhotoBritain Competition



Leeds Castle, Heritage Amateur Category

Exhibition 6th – 31st July 2009

A high speed bicycle race in Lincoln, the striking silhouette of Clevedon Pier and a cosy couple in their deckchairs were just some of the subjects from the winning entries of the DK Eyewitness Travel PhotoBritain Competition

From almost 8,000 outstanding entries, 12 successful images have been chosen as winners of the photography competition from travel publisher, DK Eyewitness. A selected collection of entries from the competition categories; Iconic, Heritage, Wild and My Britain, captured by amateur, professional and 'under 16', photographers, will be exhibited at the Waterstone's flagship store in Piccadilly, London from 6th-31st July 2009.

The overall winner of the competition is London-based amateur photographer, Frame Muller. Frame's image -entered in the Heritage category- captures the magnificence of Leeds Castle at sundown. The photograph of the 12th Century castle was chosen by a judging panel that included world-renowned photographer Tom Ang, and will now be published on the front cover of DK Eyewitness Great Britain Guide 2010. The successful applicant has also been awarded £100 worth of DK books, £1,500 Landmark Trust holiday voucher, £100 of PhotoBox vouchers and a PhotoBox canvas of their winning image.

On accepting his prize, Frame explained that the photo was taken shortly after he was made redundant: "This photograph was taken in late February. It was the first clear crisp day with blue skies after a bleak UK winter in weeks. I was reluctantly dragged from the creature comforts of my flat and sofa to escape London and go for an afternoon excursion to the Country. After exploring the castle grounds we once again passed the magnificent vista of the river and castle made even more striking by late afternoon winter light. It was a timeless postcard scene and with "golden hour" upon us, it was a perfect moment to press the shutter and capture a great day out."

The photographs from the 11 runners-up represent a genuine snapshot of the natural beauty and historic landmark sites that make up Britain. Ranging from the impressive, cloud-like formation of a flock of Starlings, to the iridescent reflections of Perranporth beach, the winning entries convey a diverse range of views and outlooks across Britain. The runners-up will also receive prizes from DK Eyewitness and the competition partners Photobox, the Landmark Trust and Waterstone's. Email marketing@traveldk.com for full shortlist and exhibition details.



Starlings in the Old Oak Tree, Wild Amateur



Deckchairs, Iconic Amateur



Cycle Race in Lincoln, Iconic under 16

Editor's Notes

DK Eyewitness backgrounder

The world's bestselling travel publisher, DK Eyewitness publish over 100 Eyewitness Travel guides and over 70 Top 10 guides with a free pull-out map, in over 30 languages around the globe. With more illustrations, 3D maps and sumptuous photography than any other guidebook, and a range of inspirational gift books such as the bestselling *Travel: Where To Go When*, DK Eyewitness are the guides that show you what others only tell you. For more information and to create your own travel guide visit www.traveldk.com. Your holiday starts the moment you open your guidebook. DK Eyewitness is part of Dorling Kindersley.

The Landmark Trust backgrounder

The Landmark Trust is a charity that rescues and restores historic buildings and makes them available for unusual holidays. There are 190 Landmarks including towers, castles, forts and follies dating from the 12th to the 20th century. Funds to restore each building have to be raised from donations but then the holiday income pays for the ongoing maintenance giving the building a secure new future.

Visit the website www.landmarktrust.org.uk

Exhibition Details:

Dates:	6 th – 31 st July 2009	Tube:	Green Park or Piccadilly Circus
		Prices:	Free
Address:	Waterstone's Piccadilly 203-206 London W1J 9LE	Opening Hours:	Monday - Saturday 9am - 10pm Sunday 12pm – 6pm

PhotoBox backgrounder

PhotoBox is the leading online photo service in the UK where it pioneered online printing, storing, sharing, community and publishing services for digital photos before extending its range to innovative products such as photo books, calendars, and greeting cards.

The company merged with Photoways, the leading French service, in April 2006 thereby creating the European market leader with over 5 million members and nearly 200 million photo prints in 2007. The group is backed by leading Venture Capital firms Index Ventures, Highland Capital and HarbourVest. Stan Laurent, formerly Chief Operating Officer at AOL Europe, is President and CEO and Mark Chapman, co-founder of PhotoBox, is Managing Director of the UK business.

Waterstone's backgrounder

Waterstone's was founded in 1982 and is now the UK's largest specialist bookseller, with over 300 branches across the country and the website Waterstones.com. As well as stores in England, Scotland, Ireland and Wales, Waterstone's Bookstores can be found on Jersey and the Isle of Man, and in Brussels and Amsterdam. Waterstone's was named Bookselling Company of the Year at the Bookseller Retail Awards in September 2008.

Contacts

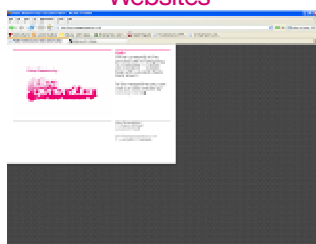
For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6853

Alice Evans: alice@ideageneration.co.uk

Ends

Websites



www.ideageneration.co.uk

For:

- Client list
- Company contact detail



www.traveldk.com/photobritain

For:

- Competition details
- Company contact details

TERMS AND CONDITIONS FOR USE OF IMAGES

ACCREDITATION

- Unless otherwise agreed in writing if any material reproduced by the media omits the copyright/accreditation notice relating to the material and specified by Idea Generation, a reproduction fee of up to £1000 shall be administered per image

Copyright

- All copyright remains with DK Eyewitness
- Photo by-lines for each photograph with copyright symbol must run adjacent to any images thus:
© *Photographer's name*, courtesy of DK Eyewitness

Editorial

- The name and contributors of the book must be credited at the beginning of any editorial
- The following must be stated clearly in the same, or similar, font and point size, at the end of any editorial: DK Eyewitness Travel PhotoBritain Competition shortlist will be exhibited at Waterstone's Piccadilly 6th – 31st July 2009 www.traveldk.com/photobritain

USE OF IMAGES/EXTRACT

- All usage of pictures/extracts must be first approved in writing by Alice Evans, Idea Generation
- Material shall not be copied or loaned, and no use whatsoever shall be made of it by the recipient without the written consent of Idea Generation
- Save for the purpose of production for the licence due photographs may not be stored in any electronic medium without the written permission of Idea Generation.
- Material shall not be altered, added to, have any part deleted or otherwise manipulated without the written consent of Idea Generation

THESE TERMS AND CONDITIONS

- Any objection to these terms and conditions must be negotiated in writing to Alice Evans at Idea Generation before Agreement is signed
- As the recipient you agree to indemnify Idea Generation with respect to any claims or damages or any loss or costs arising in any manner from the reproduction, without proper reduction rights of any picture/extract supplied to you by Idea Generation
- While Idea Generation takes all reasonable care in the performance of this agreement generally Idea Generation shall not be liable for any loss or damage suffered by the recipient or by any third party arising from the use or reproduction of any material
- In case of printed publications, two copies of the relevant pages containing any material supplied are to be furnished free of charge within two weeks
- All review copies must be returned to Alice Evans at Idea Generation within one week of use, unless otherwise specified.
- This Agreement will be governed by and construed in all respects in accordance with the laws of England & Wales.
- IN WITNESS WHEREOF the Parties hereunto have executed this Agreement the day and year

Signed by:
On behalf of:

Signed by: **HECTOR PROUD**
On behalf of: **IDEA GENERATION LIMITED**