



DK Eyewitness Travel PhotoBritain Competition

Runs 30 March – 31 May 2009



Capture Britain in a snapshot and win the chance for your photo to appear on the front cover of DK Eyewitness Great Britain 2010

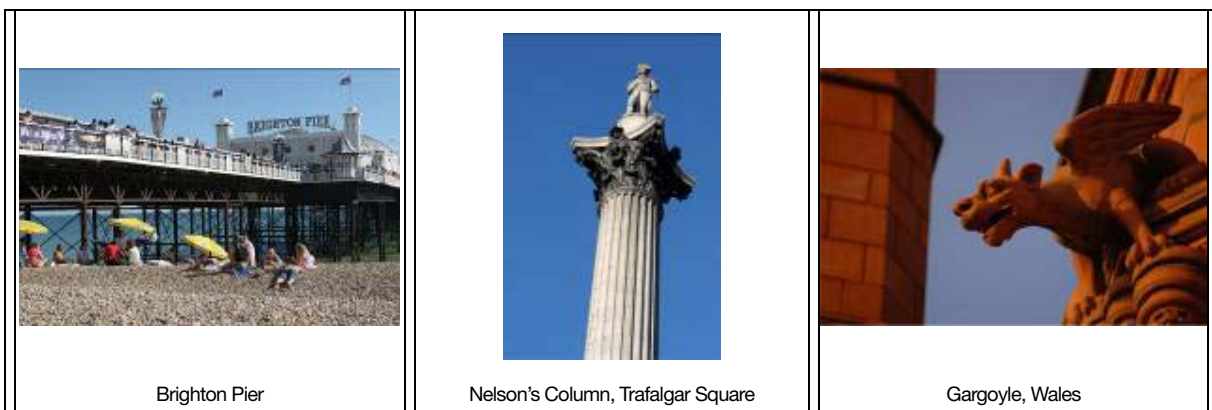
Celebrate Blighty this summer with an exciting photography competition from travel guide publishers DK Eyewitness. Open to amateur, professionals and Under 16s alike, the DK Eyewitness Travel PhotoBritain Competition invites you to explore the different faces of Britain, from iconic landmarks and amazing architecture, to British eccentrics and archetypal scenes, to showcase the best of what Britain has to offer.

In association with PhotoBox, the photo sharing and personal publishing site, the Landmark Trust and Waterstone's, the competition spans four categories; Iconic, Heritage, Wild and My Britain, with the winner awarded the money-can't-buy prize of having their image published on the front cover of DK Eyewitness Great Britain 2010. In addition to this prize, the winning photographer will be awarded a £1,500 Landmark Trust holiday voucher, £100 PhotoBox vouchers and a PhotoBox canvas of the winning image. The 11 runners up will also receive vouchers and books from DK Eyewitness and the competition partners.

For every image submitted, DK Eyewitness will donate 10p to the Landmark Trust charity, so you'll also be giving to charity by entering the free competition! Entries will be narrowed down to a shortlist of 100 images by a judging panel, including the world renowned photographer Tom Ang, with a selection of outstanding entries exhibited at Waterstone's flagship store in Piccadilly, London, throughout July/August 2009.

Douglas Amrine, Publisher of DK Eyewitness commented, "DK Eyewitness Travel Guides are known for their wonderful images and distinctive jackets. Choosing images for the jacket of our Great Britain guide is always an enjoyable task, as this country offers such a wealth of subject matter - but what single image sums up what Britain offers to tourists today? We've decided to ask the British public to submit their own images for our consideration. Working together with PhotoBox, the Landmark Trust and Waterstone's, I'm sure we'll find the perfect photograph."

Visit www.traveldk.com/photobritain to enter and for full competition details.



Mark Chapman, Managing Director of PhotoBox, comments, "This competition represents everything that we believe is great about photography, that photos should be fun and used to create something lasting and meaningful. This is why we allow our customers to immortalise their photos with our range of personalised products and why we've hooked up with DK Eyewitness Travel, the perfect partner to celebrate the launch of our new photo competition website. The prize is a once in a lifetime chance for a budding travel photographer to be published nationally, and what better place than on the front cover of a travel guide?"

Competition Categories

Iconic

Snap that chance of a life-time shot of Big Ben lit at dawn, the Angel of the North from the feet up or the spectacular oriental peaks of Brighton's Royal Pavilion basking in sunshine. Consider interesting shapes and composition and capture a panoramic image of a British icon.

Heritage

British heritage is seen in its ancient castles, cathedrals and stately homes with their gardens and classical parklands. Age old customs are renewed every year from royal ceremonies to the summer solstice at Stonehenge. Think parliament buildings to castles, forts and mazes for this category.

Wild

Britain boasts a phenomenally varied landscape from the craggy mountains of Wales, Scotland and the north, to the flat expanses of the Midlands and the soft rolling hills of the east and west. Rural Britain flourishes with a multitude of green spaces, hills, lakes, parks and coastline. Capture Britain's diverse landscape and upload your best shots here.

My Britain

Your chance to have some Great British fun! What defines Britain for you? Whether it's afternoon tea on the back lawn, cricket matches on village greens, school boys at Eton, crowds at Petticoat Lane, Mini's zooming through the country lanes of Somerset or campsites in Snowdonia... get snap-happy, creative and spontaneous and capture the best of cosmopolitan, historic, and intrinsically charming Blightly!

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.

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.

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

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

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www.ideageneration.co.uk

For:

- Client list
- Company contact detail



www.travel.dk.com/photobritain

For:

- Competition details
- Company contact details

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© *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 is open to applications until 31st May 2009, to apply visit www.traveldk.com/photobritain

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