

2010 Africa Photographic Awards open for entries

The Africa Photographic Awards recognises professional and aspiring amateur photographers who use any make of camera, for photographic excellence, on an international stage. The competition kicked off in mid-May 2009 and entries will be accepted until 31 March 2010.



The initiative is hosted by the distributors of Nikon in South Africa and offers a prize pool in excess of R3,000,000 (approximately US\$300,000). SA distributors of Nikon CEO, Stefan van der Walt says: "We want to create a greater awareness of the importance of the role of photography in our society and to promote it as a career and rewarding hobby for life. Photography is the most powerful and widely used medium of communication today whether for recording history, for capturing memories or as an expressive art form."

The competition covers a wide range of categories including wildlife, fashion, photojournalism, aquatic wildlife, current affairs, sport etc.

The awards are open to anyone and there are specific categories for scholars and students. Any make of camera may be used and some categories allow for artistic digital manipulation. Each month a Media Partner, if applicable to the category will publish an Editor's Choice feature that will also be posted to this website.

For entry guidelines and more information, go to www.africaphotographicawards.com.

Important dates:

- All entries must be submitted by 31 March 2010
- Each month's entries will be chosen to advance to the semi-finals
- Final judging will take place in April 2010
- Final winners will be notified by 1 May 2010
- A gala awards ceremony will be held in late May 2010 in Johannesburg, South Africa

Media partners include *Africa Geographic*, *Africa - Birds & Birding*, *Divestyle*, *Animal Talk*, *Zig Zag*, *Sports Illustrated*, *Saltwater Girl*, *The Afropolitan* and *RaisingKids*.

Proceeds raised from the Africa Photographic Awards will benefit The Tomorrow Trust. The trust helps to educate orphan and vulnerable children in South Africa and worldwide.

Tomorrow Trust founder and CEO, Kim Feinberg, says: "Photography is an intimate way of seeing a situation - as an organisation The Tomorrow Trust is intimately involved with our students, in making a difference in their lives.

By spreading our network far and wide we create a greater awareness of the essential needs of the orphans and vulnerable children we support. We know that more privileged people want to assist and make a difference and, by being a part of the Africa Photographic Awards you'll be assisting the work of Tomorrow Trust. Thank you."

For more information on the Tomorrow Trust, go to www.tomorrow.org.za.

For more, visit: <https://www.bizcommunity.com>