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Young Photographers Alliance (YPA) Receives Major Sponsorship

Pavilion, NY...The [Young Photographers Alliance \(YPA\)](#) today announced that the [American Society of Media Photographers \(ASMP\)](#) Foundation has become a Founding Sponsor with its support of \$50,000 to provide seed money for the development and launch of two key programs, mentoring and internships, as well as two scholarships to be awarded later this year. This funding will allow YPA to move forward with core programs and initiatives for 2010 and beyond to help emerging photographers build successful and sustainable careers in a changing business environment. Founded in 2009, YPA is an educational foundation dedicated to bringing together the resources of the creative community and general public to inspire, educate and empower talented young photographers entering the profession. YPA provides opportunities for advancement through college scholarships, mentoring, internships and educational outreach on the business of photography.

YPA Founder and President Jerry Tavin said, “ASMP’s recognition of the importance of supporting burgeoning professional careers of young photographers is enormously significant for the future of our great profession.” According to YPA Executive Director Lynn Martin, “We are extremely grateful to ASMP for its support, and we look forward to this opportunity to collaborate and leave a lasting legacy for young photographers.”

ASMP funding supports YPA’s mentoring program which will launch this summer, offering opportunities for emerging photographers to work with professionals to fine-tune their craft, create images for their portfolios, develop business skills and explore markets for their work. Together they will utilize the power of photography to build community awareness and support around an important environmental or social issue. ASMP funding also supports development of

YPA internship programs that will offer photography students direct access to real world skills they will need to be successful at the professional level. Two ASMP/YPA scholarships will be awarded in October at YPA's Annual Awards Ceremony and Benefit, allowing recipients from economically disadvantaged backgrounds to realize their artistic dreams while giving back to the larger community through their work.

ASMP Executive Director Eugene Mopsik said, "YPA's mission fits well with ASMP's education strategy. Both of our organizations know that support is critical for photographers entering the field and, by combining resources, we hope to have a lasting impact on the future of young photographers and the profession." The YPA sponsorship funds were a special designation from The ASMP Foundation, whose mission is to support the educational purposes and activities of the Society. According to Foundation President Kate Baldwin, "The ASMP Foundation is proud to be a Major Founding Sponsor of the Young Photographers Alliance (YPA). The establishment of mentoring and internship programs for our industry is much needed and long overdue. We believe this sponsorship will contribute to the long term viability of our profession."

YPA supports young talent by building a global community connecting emerging photographers with established professionals. The foundation believes that collaboration between 'young' and 'established' photographers benefits both groups and the future of the profession. Through its board and membership, YPA is able to offer real world knowledge, insight, experience and contacts that help students and other emerging photographers develop creative skills as well as business acumen.

To find out how to become a YPA member or to make a contribution to the foundation, go to <http://www.youngphotographersalliance.org/support>