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Page 1 of 4

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Contact:

Lynn Martin, Executive Director

Phone 214 563 8482

Email info@youngphotographersalliance.org

Six Famous Photographers Impact the Lives of Six Talented Young Photographers

NEW YORK, NY — October 20, 2010 — The Young Photographers Alliance (YPA), a 501(c)3 educational foundation with a mission to inspire, educate and empower young photographers, hosted its second annual Awards Ceremony on October 12th. Six of America's most admired photographers presented scholarship awards to six talented young photographers, giving them the break they need to pursue their dream and begin lasting and rewarding careers as professional image makers.

"The scholarship money will have a huge impact on my ability to continue my studies," noted student award winner Stacy Kranitz. "The whole experience was a truly warm welcome into the professional part of the photography business." Haley Flores, who also garnered a scholarship award, agreed. "It means a lot to know I have an organization such as the Young Photographers Alliance supporting me each step of my career. Its desire is pure; the YPA wants nothing more than to shape talent and support photography."

"It is always a thrill to see the work of great new talent," commented celebrated editorial and commercial photographer, and one of this year's presenters, Eric Meola. "Having the opportunity to present an award at this year's Young Photographers Alliance awards ceremony was just as exciting for me as I know it was for the talented young photographers."

This year's scholarships were generously funded by our Major Founding Sponsor ASMP Foundation (American Society of Media Photographers), APA (Advertising Photographers of America), Alamy (stock photo agency), Jerry Tavin (YPA Founder), and Photolibrary (stock photo and footage agency).

ASMP Executive Director Gene Mopsik commented, "ASMP's support of the YPA fulfills a part of our strategic mission—to mentor emerging photographers. In its second year YPA has done a tremendous job! We see this kind of support as part of our strategic mission to foster both the art and commerce of photography. The awards presentation and print auction was one of those events in the photo industry that make you proud to be a photographer."

Young Photographers Alliance, Inc. is a 501 (c) (3) educational foundation, EIN #80-0372130

9965 Leroy Pavilion Road, Pavilion, New York 14525

Tel: 585-768-7880 • Fax: 585-768-2941 • info@youngphotographersalliance.org • www.youngphotographersalliance.org



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Page 2 of 4

Through its mentoring, internship and scholarship programs, YPA offers real-world knowledge, insight, experience, and contacts to help students and other emerging photographers develop their artistic skills and business acumen as photography professionals. “YPA is doing critical work,” said acclaimed documentary and commercial photographer Doug Menuez, “It’s up to us to educate and help the next generation, just as we all got help and guidance. It’s also key to our own survival that all young photographers—artists, photojournalists, commercial photographers—understand best business practices. In this way, all boats rise and we all succeed.”

Award-winning photojournalist Ron Haviv added, “As a photographer in his 20th year of work, it is obvious to me that a new generation—with passion, desire and hope—is always needed to assume the mantle from today’s professional photographers. The world needs dedicated observers to show us all what is happening around us.”

The awards ceremony also featured a silent auction of highly collectable signed prints, generously donated by well-known photographers, raising almost \$10,000. More prints are available in the online auction, at www.youngphotographersalliance.org/auction, which closes on October 28th.

The award winners, sponsors and presenters were:

<i>Student</i>	<i>School</i>	<i>Award sponsor</i>	<i>Presenter</i>
Alex Sanchez	<i>Freshman, Ringling College of Art and Design</i>	ASMP Foundation	Doug Menuez
Stacy Kranitz	<i>Graduate student, Louisiana State University</i>	ASMP Foundation	Eric Meola
Long Tran	<i>Sophomore, Wood Tobe-Coburn College</i>	APA	Michel Tcherevkoff
Haley Flores	<i>Sophomore, Wartburg College</i>	Alamy	Barbara Bordnick
Yasmin Alishav	<i>Junior, Art Center College of Design</i>	Jerry Tavin	Timothy Greenfield-Sanders
Clarence Baillo	<i>Freshman, Art Institute - Pittsburgh</i>	Photolibrary (Honorable Mention)	Ron Haviv

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Left to right: Ron Haviv, Yasmin Alishav, Timothy Greenfield-Sanders, Long Tran, Michel Tcherevkoff, Stacy Kranitz, Barbara Bordnick, Eric Meola, Hayley Flores, Doug Menuez, Eugene Mopsik, Alex Sanchez.

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About YPA

Young Photographers Alliance is a 501 (c) (3) educational foundation with a mission to inspire, educate and empower the next generation of photographers. It is a global community where young photographers connect with the inspiration, resources and contacts they need to build successful and sustainable careers as the artists, communicators and documenters of the future. The foundation brings together a wealth of industry experience through its board and membership, and offers real-world knowledge, insight, experience, and contacts to help students and other emerging photographers develop their artistic skills and business acumen as photography professionals. Likewise, through its programs, YPA helps established photography professionals connect with the next generation of innovative image-makers. For more information, visit www.YoungPhotographersAlliance.org.

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Page 4 of 4

About the scholarships

The awards this year have been sponsored by [ASMP Foundation](#), [APA](#), [Alamy](#), [Jerry Tavin](#), and [Photolibary](#). The scholarship program is administered in cooperation with the [Worldstudio AIGA Scholarship Program](#). The judging panel for this year's awards comprised: Stephen Mayes (Managing Director at VII Photo), Steve Diamond (Executive Director of Photography at Scholastic Inc.), Spencer Jones (CEO at Glasshouse Images), and Jerry Tavin (YPA founder).

Photo essays submitted by the award winners are available to download from:
www.youngphotographersalliance.org/programs/scholarships.php

About the presenters

- Barbara Bordnick (www.barbarabordnick.com) is an internationally renowned portrait and fashion photographer, one of whose images, a portrait of Yip Harburg, appeared on a US postage stamp in 2005.
- Doug Menez (www.menez.com) is famed for his coverage of the rise of Silicon Valley, and award-winning advertising campaigns for many leading global brands. His work has been featured in nine of the bestselling "Day in the Life" books.
- Eric Meola (www.ericmeola.com) is most famous for his graphic and innovative use of color. One of his most famous images, *Coca Kid*, featured in *Life* magazine's "100 Magnificent Images".
- Michel Tcherevkoff (www.tcherevkoff.com) is famed for his unconventional advertising images of the 1970s, and continued innovation in visual imaging thereafter.
- Ron Haviv (www.ronhaviv.com) is a widely-published photojournalist, best known for his unflinching images of conflict and humanitarian crises, aimed at raising awareness for human rights.
- Timothy Greenfield-Sanders (www.greenfield-sanders.com) is a prolific and widely published portrait photographer, whose work may be found in the permanent collections of the leading US art galleries.

Additional materials

The YPA logo and photos from this and last year's Awards Ceremony may be downloaded from:
www.youngphotographersalliance.org/PR/

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