

NEWS RELEASE

For immediate release

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American Society of Media Photographers (ASMP)

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ASMP CONTINUES SUPPORT FOR YPA

Philadelphia, PA...The American Society of Media Photographers ([ASMP](#)) has announced that it awarded a two year grant to the [Young Photographers Alliance \(YPA\)](#) to continue its Mentoring Program during 2012 & 2013, and that ASMP's Education Director Susan Carr will join YPA's Executive Board. ASMP has supported the Mentoring Program since its launch in 2010. This year's mentoring project, which will be on display to the public January 12th through 20th, 2012 at the Calumet Gallery in New York, sent 15 teams comprised of 60 talented college students and emerging photographers along with 25 professional photography mentors, to cities including Beijing, Toronto, Los Angeles and London, to find unique and inspiring perspectives on the meaning of "energy" as it affects us in the 21st century.

According to ASMP Executive Director Eugene Mopsik, "We at ASMP believe that the establishment of mentoring programs for young photographers is critical, and will ultimately contribute to the long term viability of our profession." In 2010, the ASMP Foundation became a Major Founding Sponsor for YPA with its support of \$50,000 for the development and launch of the mentoring program.

Deborah Free, Treasurer of YPA said, "We are thrilled to have ASMP continue to play an instrumental role in YPA's growth and development, and we look forward to the expertise Susan brings to our Executive Board. Her dedication to the advocacy and

education of fellow photographers will undoubtedly benefit the organization." Carr is the first non-founding member of the YPA Board of Directors.

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 supports young talent by building a global community connecting emerging photographers with established professionals, benefiting both groups. YPA provides opportunities for advancement through college scholarships and the annual mentoring program.

ASMP is the premier trade association for photographers, providing members with all the tools, information and support needed to run successful photography businesses. Over 7,000 strong with chapters throughout the country, ASMP members are recognized as a community of forward-thinking professionals. The ASMP Foundation's mission is to support the educational purposes and activities of the Society.

More information about ASMP is available at <http://www.asmp.org/> .

To find out more about YPA or to make a contribution to the foundation, go to <http://www.youngphotographersalliance.org/>

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