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**THE YOUNG PHOTOGRAPHERS ALLIANCE DEBUTS IN CHICAGO,
ALAMY FIRST TO PLEDGE SUPPORT**

MAY 6, 2009, PAVILION, NEW YORK: The Young Photographers Alliance (YPA) (www.youngphotographersalliance.org) made its debut in Chicago at Picturehouse's 4th annual event held on Thursday April 16, 2009 at the River East Art Center.

YPA is the creation of Jerry Tavin, co-founder of IC Worldwide (www.icworldwide.com) and Deborah Free, President of Picturehouse/Visual Connections (www.picturehouse-us.com). Both are widely-recognized as advocates and leaders in the photography industry. Founded as an international not-for-profit educational foundation, YPA is focused on bringing disadvantaged students opportunities for advancement in photography.

With the elimination of art education in public schools and the ever-increasing cost of a college degree, these barriers are more difficult than ever to overcome. This lack of support directly affects photography students and could prove to have a long-term negative impact on the future of professional photography.

Amid these concerns, YPA was created to inspire and support the next generation of image makers through college scholarships, mentoring programs, internship opportunities and educational seminars.

"We are pleased that YPA was so well received after our announcement. The enthusiasm and support was immediate, both at the Picturehouse event and the PACA Annual Meeting held in Chicago," said Jerry Tavin.

In addition to two scholarships already provided by Jerry Tavin and Picturehouse, Alamy (www.alamy.com), pledged a third scholarship for the 2009 recipients.

"We think the Young Photographers Alliance is a great concept, and we're excited to be involved at this early stage."

Alan Capel, Head of Content, Alamy

YPA is also pleased to announce the position of Erin Maroney of Axiom Photographic Agency (www.axiomphotographic.com) as their European Liaison. "I'm delighted to be part of YPA. In this current climate, it's very easy to be cynical about the industry. It's refreshing to be involved with an organization that is so committed and passionate about nurturing new, young photographic talent."

YPA is receiving endorsements from various organizations as well. ASPP Executive Director, Cathy Sachs states, "The American Society of Picture Professionals is very pleased to add its support to this wonderful new initiative. The mission of the Young Photographers Alliance dovetails very well with our own educational and mentoring programs. In addition the whole photography community has an opportunity to come together to share the passion of these disadvantaged young photographers, and create a nurturing environment for them."

YPA's mission is to foster education, mentoring and internship programs for students at the college level in a variety of communities worldwide. These projects will allow for teaching and learning in active and collaborative methods both in class and outside the classroom.

In New York on October 13, 2009, the evening prior to Picturehouse, a reception to announce the first Young Photographers Alliance scholarship recipients will be held at the Metropolitan Pavilion. In addition, a Silent Auction of the work of many of the scholarship applicants as well as professional photographers will be on display. All proceeds will be divided between the students and YPA's various projects. More information about YPA's programs and events will be available in the coming months.

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