



FOR IMMEDIATE RELEASE

World-renowned Photographer Gregory Heisler to Deliver Keynote Address at WPPI 2010

Event takes place Sunday, March 7th in Las Vegas, NV

Culver City, CA (February 4, 2010) – Celebrating its 30th anniversary this year, Wedding & Portrait Photographers International (WPPI) is pleased to announce that world-renowned professional photographer Gregory Heisler will deliver the Canon Keynote Address on Sunday, March 7, 2010 from 6:00 p.m. to 7:30 p.m. at the MGM Grand in Las Vegas, NV.

Open to all WPPI convention and trade show attendees, Heisler will present an exciting overview of his innovative yet classic portrait work for magazines, advertising campaigns and private commissions. He has shot more than 70 *TIME* cover portraits, and his iconic images have graced the covers of many other magazines including *Life*, *Esquire*, *Sports Illustrated*, *ESPN* and *The New York Times*.

“It is such an honor to have Gregory Heisler present the Keynote address during our 30th anniversary convention and trade show,” said George Varanakos, WPPI’s Group Publisher and Executive Vice President. “His success is something many photographers dream of achieving and to have the opportunity to hear him speak about his memorable work is something every photographer is sure to enjoy.”

All WPPI 2010 classes, events and the trade show will take place at the MGM Grand in Las Vegas, NV, from March 4–11, 2010. WPPI is the largest annual expo and conference in the United States for professional photographers. Each year more than 11,000 professional photographers gather in Las Vegas, NV, to learn from the best and see the latest and greatest products from the hundreds of exhibitors that participate in the trade show.

Registration for WPPI 2010 is available via its newly redesigned convention and trade show website: <http://www.wppionline.com/storage/lasvegas/home.html>, which also includes highlights from the 2009 convention.

About WPPI

Wedding & Portrait Photographers International (WPPI) is an organization that serves the educational and business needs of wedding and portrait photographers. Celebrating its 30th convention anniversary in 2010, WPPI is a professional organization that exists to help member photographers by providing them with exclusive information, programs and professional services to assist with their photographic artistry and business needs. WPPI routinely supplies its members

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with new benefits and valuable industry information enabling them to compete effectively, especially in tough economic times. WPPI membership gives photographers the resources they need to succeed and the tools they require to build and develop a strong personal support network.

In 2009, WPPI completed its 29th annual Convention and Trade Show, drawing over 12,000 attendees and 365 exhibitors to its new convention space in the MGM Grand Hotel in Las Vegas. For more information visit: www.wppionline.com.

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