



FOR IMMEDIATE RELEASE

WPPI Announces “My WPPI Challenge” Photo & Video Contest

Attendees to show the world what WPPI 2012 in Las Vegas is like through their eyes

Hollywood, CA (February 17, 2012) – [Wedding & Portrait Photographers International](http://www.wppionline.com) (WPPI) announces today the [“My WPPI Challenge”](#) photo and video contest. Open to all WPPI 2012 registered attendees, WPPI is looking for the best single photos or 30-second video clips creatively expressing what makes the WPPI 2012 Convention so special. Photographers are encouraged to [submit](#) their most imaginative, original and memorable “My WPPI Challenge” photos and videos covering six different categories for a chance to win the Grand Prize – an Apple iPad 2 as well as free round trip airfare, hotel accommodations and Conference Pass to [WPPI Mexico](#) May 7-9, 2012 or WPPI 2013 in Las Vegas, NV, March 11-13, 2013.

“Our recent pre-convention ‘This is My WPPI’ Video Contest was such a hit we had to bring it back for an on-site attendee challenge during WPPI 2012,” said George Varanakis, Show Director of WPPI and Publisher of *RangeFinder*. “I know there is no lack of creativity and fun-loving spirit among our show attendees and this contest ensures that what happens at WPPI 2012 doesn’t just stay in Las Vegas. We’re looking forward to seeing photographers express the energy and excitement they feel while attending the Convention through their photos and videos.”

In addition to the Grand Prize, one winner in each category will receive a one-year [Nielsen Photo Group Membership Package](#) (\$125 value) as well as their work published in the MY WPPI event page in the May 2012 WPPI wrap-up issue of *RangeFinder* magazine. One People’s Choice Winner will be selected by popular vote and will appear in the My WPPI gallery in print and online. Judging will be conducted by Nielsen Photo Group staff.

Categories include:

- Hero/Mentor/Crush
- The Scene at WPPI
- Friends and Favorite Exhibitors
- Object of Desire (Encounters in Vegas, Street Life, Architecture, Material World)
- Video
- Photo Booth Moments (Come to the official “My WPPI” Photo Station just outside the Grand Ballroom and Print Comp Row)

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“My WPPI Challenge” contest (cont’d)

Entry fee is \$20 per image/video submitted, \$15 for WPPI members. The contest is open to entries until Wednesday, February 29, 2012 (at 11:59 p.m. PT). The winner will be announced the week of March 11th, 2012. For full “My WPPI Challenge” Contest Rules click [here](#). Contestants may be disqualified if directions and rules are not met.

All WPPI 2012 classes, events and trade show will take place at the MGM Grand in Las Vegas, NV, from February 16-23, 2012. WPPI is the biggest show in the world for wedding and portrait photographers. Last year, more than 16,000 professional photographers gathered 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 all WPPI 2012 classes, workshops, events and the trade show is open now: <http://www.wppionline.com/show/register.shtml> . The Full Registration pass is \$275 for WPPI members and \$399 for non-WPPI members. These rates include one (1) free guest pass, 90 Platform classes to choose from and admission to special evening events and the biggest 3-day trade show for wedding and portrait photographers. For information on class offerings and schedules please visit: <http://www.wppionline.com/show/classes.shtml>

For more information about WPPI 2012 and all of its workshops and events, please visit: www.wppionline.com .

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About WPPI

Wedding & Portrait Photographers International (WPPI), a division of Nielsen Photo Group, is an organization that serves the educational and business needs of wedding and portrait photographers. 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 with new benefits and valuable industry information enabling them to succeed in today’s active photo market business. 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 2011, WPPI completed its 31st annual Convention and Trade Show, drawing a record-breaking 16,000 attendees and 330 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. The annual WPPI 2012 Convention and Trade Show is set to take place at the MGM Grand in Las Vegas, NV, from February 16–23, 2012. For more information visit: www.wppionline.com.

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