



FOR IMMEDIATE RELEASE

WPPI and Brooks Institute Announce First-Ever WPPI Scholarship

*Full scholarship available to enroll in the
Wedding Certificate Program at Brooks Institute*

Culver City, CA (February 23, 2010) – Celebrating its 30th anniversary this year, Wedding & Portrait Photographers International (WPPI) is proud to announce the first-ever scholarship to the Wedding Photography Certificate Program at Brooks Institute, in Santa Barbara, CA. During WPPI 2010 next month in Las Vegas, NV, WPPI will nominate several prospective photography students with ambitions to become professional wedding photographers. Brooks Institute will make the final scholarship decision.

“We are so proud to offer this new WPPI Scholarship for the Wedding Photography Certificate Program at the highly regarded Brooks Institute to a worthy photography student this year, during our 30th anniversary,” said George Varanakis, WPPI’s group publisher and executive vice president. “Education is of the utmost importance in our industry. Helping a worthy student become the best wedding photographer they can be is what WPPI is all about.”

“We’re excited to embark in this scholarship program with WPPI,” said David Litschel, vice president academic affairs, Brooks Institute. “WPPI is a professional organization that reflects the best traditions of creativity and business practices for today’s wedding and portrait photographers.”

To be considered for the WPPI scholarship, photography students attending WPPI 2010 need to provide WPPI judges with a portfolio of at least 12 images, an essay on the topic “Why I want to be a wedding photographer,” and no more than three letters of recommendation from people in the portrait/wedding industry.

The total WPPI Scholarship amount will be \$14,940, the total of tuition and fees for the Wedding Certificate Program. Either two scholarships of \$7,470 each or one scholarship of \$14,940 will be awarded. WPPI will create a list of deserving prospective students based on the quality of their work, evaluated by a panel of expert wedding and portraiture photographers. WPPI will send the list to the Scholarship Committee of Brooks Institute, which will select the WPPI Scholarship recipient(s).

The Brooks Institute Scholarship Committee will make its decision based on four criteria – the submitted images, essay and recommendations, and the ranking assigned by WPPI to each prospective student. Winners of the WPPI Scholarship will be announced at the WPPI Awards Ceremony on Wednesday evening, March 10, 2010, at the MGM Grand Conference Center in Las Vegas, NV.

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All WPPI 2010 classes, events and the trade show will take place at the MGM Grand in Las Vegas from March 4–11. WPPI is the largest annual expo and conference in the United States for professional photographers. Each year more than 11,000 photographers gather in Las Vegas to learn from the best and see the latest products from the hundreds of exhibitors that participate in the trade show, from March 8-10.

Registration for WPPI 2010 is available at 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 Brooks Institute

Brooks Institute is celebrating 64 years of educating students in the visual and media arts. With campuses in Santa Barbara and Ventura, Calif., the school offers Bachelor of Fine Arts degrees in fields including Professional Photography, Film Production and Design; a Bachelor of Science degree in Visual Journalism; and Master of Fine Arts degrees in Photography and Screenwriting. Brooks Institute graduates are visible nationally and internationally, working for distinguished organizations including *National Geographic*, *Smithsonian*, *Los Angeles Times* and other national media outlets, including Hallmark Publishing, Cousteau Society, HBO, Kodak and other industry leaders in the visual media arts fields. Brooks Institute does not guarantee employment or salary. Brooks is part of the Career Education Corporation network of schools (NASDAQ: CECO). For more information about Brooks Institute and the school's programs, visit www.brooks.edu, or call 805-966-3888.

About the Brooks Institute Wedding Certificate Program

The mission of the Brooks Institute Wedding Photography Certificate Program is to prepare students to successfully pursue and/or further careers in the wedding photography industry. The program is built on the philosophy of "learning by doing" and is designed to train all students in basic through advanced photographic skills, marketing and professional business practices within the industry. The curriculum promotes critical thinking, creativity and excellence, and embraces the highest level of craftsmanship, advancing the field of wedding photography.

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 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 more than 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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