



**FOR IMMEDIATE RELEASE**

## **WPPI Announces Third Annual Road Trip**

*Beginning Monday, August 8th, WPPI takes its professional photography education on the road – registration is open now!*

**Hollywood, CA (June 16, 2011)** – Wedding & Portrait Photographers International (WPPI) announces that its third annual [WPPI Road Trip](http://www.wppionline.com/storage/2011/roadtrip/home.html) is set to begin on Monday, August 8<sup>th</sup> in Long Beach, CA. Taking the fun and excitement of its annual convention and trade show in Las Vegas, NV, and bringing it on the road to eight major U.S. cities this August and September, the 2011 WPPI Road Trip features a full day of educational classes conducted by the hottest most sought-after speakers in professional photography today.

“Coming off our record breaking attendance for WPPI 2011 we are so excited to be bringing our world-class education on the road again for the third consecutive year,” said George Varanakis, Show Director of WPPI and Publisher of *RangeFinder*. “Road Trip offers professional and aspiring photographers the convenience of being close to home with minimal time away from their studio so they can easily spend the day attending Road Trip and immediately apply what they learn to their work and business. Plus, the WPPI Road Trip provides a mid-year educational refresher like no other.”

The WPPI Road Trip full day of educational classes cover important topics such as Business and Marketing, Lighting, Posing, and Shooting for professional wedding and portrait photographers. The Road Trip takes place in the following eight U.S. cities: August 8<sup>th</sup> – Long Beach, CA; August 10<sup>th</sup>, San Jose, CA; August 15<sup>th</sup>, Columbus, OH; August 17<sup>th</sup>, Chicago, IL; August 22<sup>nd</sup>, Philadelphia, PA; August 25<sup>th</sup>, Boston, MA; September 19<sup>th</sup>, Austin, TX; and September 22<sup>nd</sup>, New Orleans, LA.

WPPI Road Trip guest speakers include: Bambi Cantrell, Kevin Kubota, Roberto Valenzuela, Rick Miller, Jasmine Star, Jim Garner, Dave Getzschman, Jared Platt, Vicki Taufer, Scott & Adina Hayne, Bob Davis, Sal Cincotta, Jules Bianchi, Joy Bianchi Brown, Monica Sigmon, Susan Stripling, Dawn Shields, Damon Tucci, Lindsay Adler, JP Elario, Beth Forester, Dan Sanders, Doug Gordon, Dixie Dixon, and Kirk Voclain.

For more information about locations, dates, speakers and registration, please visit:  
<http://www.wppionline.com/storage/2011/roadtrip/home.html>

The registration rate is \$159 for a full day of education, lunch, and mini trade show. Registrants can also bring a guest for \$89. There is also a special student/educator rate of \$75. The Road Trip

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rate, guest rate and student/educator rate also includes free registration to WPPI 2012 in Las Vegas, NV.

WPPI is the largest annual expo and conference in the United States for professional photographers. Each year a growing number of 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. The annual WPPI 2012 Convention and Trade Show is set to take place next year at the MGM Grand in Las Vegas, NV, from February 16–23, 2012.

#### **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 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 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 next year at the MGM Grand in Las Vegas, NV, from February 16–23, 2012. For more information visit: [www.wppionline.com](http://www.wppionline.com).

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