

News release

PR 274/10

12 April 2010

Pride of Herefordshire photo competition launched

Local photographers have a chance to showcase their work in some of the most visual places in Herefordshire in a competition to highlight the beauty and diversity of the county.

This competition has been launched as one part of Herefordshire Council's Windows on Art scheme funded by the Communities and Local Government Department, which aims to make creative use of empty shops with a view to making high streets a more vibrant and attractive place to shop and run businesses.

The Pride of Herefordshire Photo Competition is an opportunity to show everyone what is good about the county and for everyone else to see it. Pictures will be judged and winners will see their images featured in window displays in empty shops around the county.

Natalia Silver, Herefordshire Council's head of economic and community services said: "This is a chance for local people to use photography to show what Herefordshire means to them, as well as improving empty shops to visitors and shoppers into the county.

"This is a development of the window in art programme ran last year which was really popular and makes the most of the creativity in the county," she added.

The competition is open to amateur and professional photographers alike, who are residents of Herefordshire who have until Tuesday 4th May to enter their images into The Pride of Herefordshire Photo Competition.

The Pride of Herefordshire Photo Competition judging panel will be looking for the photographers idea of positive aspects of living and working in the county. They will also consider a range of factors and will be looking for present rural, urban landscapes and scenes at events. Judges will also look for a creative approach and good technical ability.

For full details on how to enter the competition, please visit the link: http://www.herefordshire.gov.uk/leisure/arts_and_crafts/26195.asp or email: lhill@herefordshire.gov.uk or telephone Liz Hill on 01432 260621.

Ends

Alison Grange
01432 260658

