

Professional Photographers of America has prepared this sample news release with statistics and information that you can use to create your own release, focused on your work. **Please** SUBSTITUTE THE MATERIAL IN [RED BRACKETS] WITH YOUR OWN INFORMATION, customize the rest, and send it to the local newspaper, post it on your website or blog, **etc.** If you have additional questions regarding publicity, please email PPA's Communications Specialist James Yates at [jyates@ppa.com](mailto:jyates@ppa.com).

[Hometown]'s [Man/Woman] Makes Team USA for the 2018 World Photographic Cup.

*30 countries are participating in the highly anticipated international event co-founded by Professional Photographers of America*

[HOMETOWN, STATE INITIALS IN CAPS] – [Hometown] photographer, [First and Last name], recently won a spot on Team USA at the 2018 World Photographic Cup, to be held May 5th in Queensland, Australia.

[Last name's] image, [image title] was selected to be part of Team USA by a national association composed of professional photographers. The team was officially announced at the Imaging USA 2018 convention and trade show's Awards Night. The event was held Monday, January 15, 2018, in Nashville, Tennessee.

"It's a great honor to win a spot on Team USA," said [last name]. "It's an amazing group to be a part of. I never imagined. I push myself to be a better photographer each year, to be recognized and given the chance to represent my country is just icing on the cake."

The World Photographic Cup, co-founded by Professional Photographers of America (PPA) and the Federation of European Photographers (FEP), features 30 countries who will square off in 2018. The national teams, including two-time winner Team USA, will be vying to take the cup from two-time, reigning champ Portugal.

The World Photographic Cup's mission is to unite photographers in a spirit of friendship and cooperation. This year's list of registered countries spans from the U.S. to Pakistan to Singapore and Spain. The full list of countries can be found at [WorldPhotographicCup.org/About/Registered-Countries/](http://WorldPhotographicCup.org/About/Registered-Countries/)

Each country's team picks their own photographers and images to enter. Teams may submit up to three images in each of six categories: Portrait, Wedding, Commercial (including advertising, architecture, industrial, fashion), Illustrative/Digital Art, Reportage/Photojournalism and Landscape/Wildlife. Teams may choose to enter the images of a single photographer in multiple categories; no single photographer may have multiple images entered into a single category.

Gold (1st), Silver (2nd), and Bronze (3rd) medals are awarded to the individual creator in each category.

Teams are awarded points based on an aggregate score of the top ten placements in all categories. The World Photographic Cup is awarded to the national team that receives the highest overall score.

WPC Nation Awards winners (Best of Team) will be announced in January and presented in Dublin, Ireland, on March 25, 2018. The winner of the World Photographic Cup will be announced at the WPC Awards Ceremony at Sea World, Gold Coast, Queensland, Australia, on May, 5, 2018. For more information on the World Photographic Cup, and to view the finalist images from around the world, visit [WorldPhotographicCup.org](http://WorldPhotographicCup.org).

#### About PPA

Professional Photographers of America (PPA) is the largest international nonprofit association created by professional photographers, for professional photographers. Almost as long-lived as photography itself, PPA's roots date back to 1868. The nonprofit assists more than 30,000 members through protection, education and resources for their continued success. See how PPA helps photographers be more at PPA.com.

Contact: (YOUR NAME)

(YOUR TELEPHONE NUMBER)

(YOUR EMAIL)

(YOUR WEBSITE)

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