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NIKON NAMES MICHIGAN THE TOP SPOT FOR PHOTOGRAPHING FALL FOLIAGE IN 2016

Nikon's Annual Ranking Lists Michigan as Top Spot with Most Number of Stunning Foliage Photos, Besting Last Year's Winner, New York

MELVILLE, NY (November 18, 2016) – Today, Nikon announced Michigan (#NikonFallMI) as this year's top spot for stunning images of fall foliage. The results were based on thousands of submissions on Nikon's Facebook, Instagram and Twitter channels, which invited passionate photographers to submit creative and colorful fall images of their state's most beautiful locations and landscapes.

During the nationwide campaign, Nikon received more than 8,000 entries from participants across the country, as photographers who love their state contributed to a dynamic collection of America's most gorgeous Autumn landscapes from coast to coast. Images ranged from the fiery glow of the Sycamore trees of the West to the striking bright yellow Birch trees found in the serene forests of the East.

"The beautiful fall colors and changing of the leaves offer Americans from all states unique opportunities to capture stunning scenes from the great outdoors," said Lisa Baxt, Associate General Manager of Communications, Nikon Inc. "After a fantastic response to last year's campaign, we were determined to once again encourage people to get outside, capture, and share images that reflect both the beauty of the season and participants' state pride."

Michigan earned top honors for 2016 with more than 1,600 photos submitted through various social media channels. The most remarkable photos that were shared exhibited Michigan's stunning hills, warm inviting parks and the Great Lakes contrasted against bright reds and blazing oranges. The vibrant submissions embody the goal of the program, which encouraged people to capture the best of autumn from every state.

After being named top spot for fall foliage last year, New York (#NikonFallNY) was this year's runner up and showcased a diverse array of beautiful images spanning from Central Park to the Adirondacks. Pennsylvania (#NikonFallPA) and North Carolina (#NikonFallNC) tied for third in this year's campaign, as both states offered creative images of breathtaking landscapes, serene waterfalls, scenic beaches, and epic highways to crystal-clear lakes with incredible and colorful reflections.

To view of all the submissions on Instagram and Twitter, search the hashtag #NikonFall followed by the state's abbreviation (e.g. #NikonFallMI). On Facebook, visit www.facebook.com/NikonUSA to view the fall foliage submissions.

For tips on photographing fantastic seasonal landscapes, check out Nikon's Learn and Explore website: <http://www.nikonusa.com/en/learn-and-explore/article/h7dfres5/10-tips-for-shooting-autumn-foliage.html>

For more information about Nikon and their latest products, please visit www.nikonusa.com.

About Nikon

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