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THE NIKON AMBASSADOR PROGRAM WELCOMES FOUR NEW PHOTOGRAPHERS

World Class Photographers Joel Sartore, Matthew Jordan Smith, Deanne Fitzmaurice and Joey Terrill are the Latest to Join Nikon's Group of Influential Modern Storytellers

MELVILLE, NY (April 4, 2016) – Today, Nikon Inc. announced the addition of four new photographers to the prestigious Nikon Ambassador program, a group of influential visual artists and leaders in modern photography. The newest additions include four photographers who make significant contributions to their respective fields, including: wildlife photographer Joel Sartore, celebrity and portrait photographer Matthew Jordan Smith, Pulitzer Prize-winning photojournalist Deanne Fitzmaurice and commercial and portrait photographer Joey Terrill.

“Nearly three years after the foundation of the program, Nikon Ambassadors have worked to educate and empower photographers while continuing to celebrate their passion and love for photography through the power of visual storytelling,” said Mike Corrado, NPS Manager, pro relations and product marketing, Nikon Inc. “These new additions all define what it takes to be considered one of Nikon’s most elite photographers, with unparalleled commitment to both their craft and the imaging industry.”

The four newest photographers continue to expand and demonstrate the discipline represented in the program, all while bringing their unique perspective and style. Already considered prestigious photographers and mentors, they each embody the philosophy of Nikon’s Ambassador Program, which is to empower photographers through education and inspiration, and work directly with Nikon to communicate the needs of an evolving photo industry.

About Nikon’s Newest Ambassadors:

Joel Sartore – Wildlife photographer Joel Sartore is a mentor, conservationist, author and *National Geographic* Fellow who is best known for founding the Photo Ark Project, which aims to document and preserve endangered species and habitats through photography. Since its creation more than 20 years ago, Sartore has visited more than 40 countries to create portraits of more than 6,000 individual species for the project. These striking portraits put an emphasis on the animal’s expression and eye contact, helping to foster compassion by emotionally engaging the viewer with the subject. This Nebraska-based photographer has also authored four books and frequently contributes to numerous other books and publications.

Matthew Jordan Smith – Los Angeles-based celebrity and portrait photographer and author Matthew Jordan Smith is well-known for his work with major magazines, advertising agencies and some of the most famous actors and models in the world. A teacher of numerous photography workshops, Smith has also won several accolades for his work throughout his photographic career and recently published his third book, titled *Future American President; 50 States, 100 Families, Infinite Dreams* which features portraits of children from numerous families, from every state in America. The goal of the book is to inspire children to dream as big as they can, knowing there are endless possibilities in the world.

Deanne Fitzmaurice – As a Pulitzer Prize-winning documentary photographer and storyteller, this San Francisco-based photographer is most known for her unique ability to go behind the scenes to discover and convey personal, intimate and emotional stories through images. Fitzmaurice represents a wide variety of publications, including creating content for *Sports Illustrated* and *ESPN*, while continuing to shoot assignments for *National Geographic* and many other respected outlets. In addition to her editorial work, she also holds a very impressive portfolio of commercial photography with a myriad of major brands and is a highly decorated storyteller. She has been awarded the 2013 Award of Excellence from Communication Arts, the American Photography Award, TIME Magazine's "Pictures That Mattered" Award in 2008 and the Pictures of the Year International Award of Excellence, just to name a few.

Joey Terrill – Joey Terrill is a Los Angeles-based editorial and commercial photographer that has worked with celebrities and major brands, including Coca Cola, Red Bull and Disney. Terrill uses creative, dramatic lighting to create truly unique and memorable portraiture and pens the Penumbra Project, a website dedicated to "pixels, photons and the process of making pictures" through engaging stories. When not shooting, Terrill is also a mentor for editorial portraiture and lighting, teaching week-long workshops at Colorado-based Summit Photography Workshops and has been a guest presenter at the Brooks Institute of Photography, WPPI, the Atlanta Photojournalism Seminar and the SportsShooter Academy.

To learn more about Nikon's Ambassador Program, please visit the website at nikonusa.com/ambassador

About Nikon

Nikon Inc. is a world leader in digital imaging, precision optics and photo imaging technology; globally recognized for setting new standards in product design and performance for an award-winning array of equipment that enables users to tell their stories through amazing photos and videos. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; the Nikon DL series of premium compacts and COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the Nikon 1 compact interchangeable lens camera system. Nikon Corporation, the parent company of Nikon Inc., recently announced the production of 95 million NIKKOR lenses in 2015, creating a new milestone in Nikon's heritage of superior optics. For more information, dial (800) NIKON-US or visit <http://www.nikonusa.com>, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities. Connect with Nikon and other photographers on Facebook, Google+, Twitter, YouTube, Instagram, Vimeo and Flickr.