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Press Contacts: MWW Group

Geoff Coalter E: gcoalter@mww.com

Matt Kopacz E: mkopacz@mww.com

P: 201.507.9500

press.nikonusa.com

NIKON CELEBRATES 25 YEARS OF SUPPORTING YOUNG PHOTOJOURNALISTS AT THE EDDIE ADAMS WORKSHOP

100 Talented Photographers Come Together To Gain Valuable Career Experience at Barnstorm XXV

JEFFERSONVILLE, N.Y. (October 1, 2012) - From October 5-8, 100 of the world's most promising and talented young photojournalists will come together in upstate New York for the 25th Annual Eddie Adams Workshop, also known as "Barnstorm." Nikon has served as the official sponsor since the program's launch, helping to enable this four-day, tuition-free gathering of top photography professionals with 100 selected students for an inspiring experience focused on cultivating photography careers.

"In its 25 years of existence, Nikon is proud to be a sponsor of the Eddie Adams Workshop and help shape some of the world's finest photojournalists," said Bill Pekala, general manager of Nikon Professional Services and Eddie Adams Workshop board member. "This group of talented individuals is provided access to work with an amazing array of working professionals along with Nikon's extensive line of professional cameras and optics for capturing still images and HD video, enabling them to produce superior, quality content with the same gear used by many working professionals worldwide."

Students will have full access to state-of-the-art digital photo and multimedia studio equipment with all of the latest technologies to accommodate the evolving digital industry. Nikon professional market technical representatives will be available onsite to offer advice and guidance to the students. Additionally, Nikon will provide access to professional camera equipment such as the D4, D800, D600, D7000 and an amazing selection of NIKKOR lenses allowing these students to capture the world around them in stunning detail and clarity.

Barnstorm students are divided into 10 teams, with each team paired with a photographer, an editor and a researcher. Over the course of the workshop, students are exposed to many types of photography, including photojournalism, fine art photography, studio portraiture, underwater work, long-term projects and conflict photography. Through these experiences, the Eddie Adams Workshop has cultivated an unparalleled history of excellence, with alumni having won every major award in the field, including World Press, The Robert Capa Award, POYi and the Pulitzer Prize. In fact, ten alumni have earned a Pulitzer in photojournalism, including Preston Gannaway, Barry Gutierrez, Vincent Laforet,

Adrees Latif, Brennan Linsley, Cheryl Diaz Meyer, John Moore, Martha Rial, Clarence Williams and Damon Winter.

Students will also have the opportunity to work alongside industry professionals, and attend speeches and panel discussions from respected photographers including Linsey Addario, Bill Eppridge, Pete Hamill, Ami Vitale, among others.

“Over the past 25 years, Nikon and the Eddie Adams Workshop have witnessed vast changes in how photographers produce and move images,” said Alyssa Adams, executive director, Eddie Adams Workshop. “As the industry has evolved, we have worked together with Nikon to accommodate for these changes, helping and teaching each other, and we look forward to another gratifying 25 years together.”

In addition to sponsoring Barnstorm, Nikon will present the Eddie Adams’ Nikon Equipment Scholarship to the top student from the workshop. A panel of judges will select a student based on the work he or she presents during the workshop, and that student will receive an assortment of professional Nikon camera gear ideally suited to a career as a photojournalist. This kit will include the renowned D4 D-SLR, SB-910 Speedlight, and the versatile combination of the 24-70mm f/2.8 and 70-200mm f/2.8 VR NIKKOR lenses.

About Barnstorm: The Eddie Adams Workshop

Now in its 25th year, the purpose of the Eddie Adams Workshop is to create a forum where the exchange of ideas, techniques, and philosophies can be shared between both established members and newcomers of the profession of picture journalism. The workshop is a tuition-free, invitation-only event. Attendees are portfolio-selected by the Eddie Adams Workshop Board of Directors. For more information, please visit www.eddieadamsworkshop.com.

About NPS

Nikon Professional Services provides valuable assistance for pros in every segment of the photography field, including newspaper, industrial, police and forensic, medical photography, commercial studios and even special movie productions. NPS is also available to work with national photographic organizations offering advice and assistance, demonstrations of the latest Nikon products, and lectures on various photography topics. NPS is also well known as a resource for professional photographers at various field events. For more information on NPS and membership requirements for the program, please visit www.nikonpro.com.

About Nikon

Nikon, At the Heart of the Image™. Nikon Inc. is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognized for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR® optics, Speedlights and system accessories; Nikon COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the new Nikon 1 advanced camera with interchangeable lens system. In 2012, production of NIKKOR lenses surpassed 70 million, 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 at

<http://www.facebook.com/nikon> and get the latest news and information from Twitter by following @NikonUSA.

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