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THE NIKON AMBASSADOR PROGRAM EXPANDS TO INCLUDE TWO NEW PHOTOGRAPHERS

Conflict Photographer and Human Rights Advocate Lynsey Addario Along With Underwater / Marine Photographer Brian Skerry Announced As Newest Nikon Ambassadors

MELVILLE, NY (April 16, 2015) Today, Nikon Inc. announced two new photographers to become part of Nikon's prestigious Ambassador program, a collective initiative dedicated to recognizing the most influential leaders in modern photography. The newest additions include two prominent photojournalists, Lynsey Addario and Brian Skerry.

"These two talented photographers embody the spirit of the Ambassador program; their amazing images and their passion for their craft is an inspiration to us all," said Mike Corrado, NPS manager, pro relations and product marketing, Nikon Inc. "Lynsey and Brian continue to push the limits in their respective field, and act as influential leaders and advocates for issues of great importance."

The addition of these accomplished photographers further expands the styles and photographic disciplines represented in the program. Already considered mentors, they exemplify the founding ideology 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:

- **Lynsey Addario** – Addario is most well known for her striking images of global conflicts that depict the humanity of her subjects, and expose the true cost of war. In addition to being a human rights advocate and author, she has also been the recipient of many prestigious awards, including The Pulitzer Prize in International Reporting, the MacArthur Genius Grant and was named one of the top five most influential Photographers of the last 25 years by *American Photo Magazine*. Addario has also recently published her memoir, "*It's What I Do*," which chronicles her life, balancing the struggles of the toll of conflict, and its effect on her own ambitions. Her work can be seen in *The New York Times*, *National Geographic* and *Time Magazine*.
[Website](#) / [Instagram](#)
- **Brian Skerry** – From warm tropical waters to below the frigid Arctic ice, Skerry's images creatively bring attention to the diversity and beauty that exists underwater, as well as elevate awareness to

issues that threaten these delicate ecosystems. Skerry is well known as one of the world's premiere photographers of underwater environments and marine life. His work can be seen in *National Geographic* and other publications. In addition, he has authored five books and has won multiple awards for his unique work. In June of last year, he was appointed as one of five photographers named as a *National Geographic* Photography Fellow. Skerry is also an advocate for marine conservation, and frequently speaks to various institutions as well as broadcast news programs about the issues facing our oceans.

[Website](#) / [Instagram](#)

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

About Nikon

Nikon, At the Heart of the Image™. 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; Nikon 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 celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 90 million NIKKOR lenses in 2014, 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](#).

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