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## THE NIKON AMBASSADOR PROGRAM EXPANDS TO INCLUDE FOUR NEW PHOTOGRAPHERS

**MELVILLE, NY (April 23, 2014)** Today, Nikon Inc. announced the addition of four new photographers to the Ambassador Program, a collective initiative dedicated to recognizing the most influential leaders in modern photography. The four additions include commercial shooter Blair Bunting; wedding and portrait photographer Bambi Cantrell; wedding photographer Doug Gordon; and lifestyle and family photographer Tamara Lackey.

“These four photographers are an exciting addition to the program and bring with them a collective energy as well as a diverse range of talents and shooting styles,” said Mike Corrado, NPS manager, pro relations and product marketing, Nikon Inc. “They embody the essence of the Ambassador Program, which is to act as inspirational leaders and educators to other professional photographers, and those looking to further their craft.”

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.

The new additions to Nikon’s Ambassador Program include:

- **Blair Bunting** – Bunting is known for his invigorating automotive photography as well as his portraits of professional athletes. Based in Southern California, Bunting has an impressive roster of clients for his commercial photography.
- **Bambi Cantrell** – Cantrell is a San Francisco based portrait photographer, who is well known for her wedding, engagement and boudoir imagery. This award-winning photographer is considered a highly influential storyteller with a distinct photographic style.
- **Doug Gordon** – Gordon is a Long Island, NY based wedding photographer and instructor. Gordon is recognized by his energetic and lively presentation style, and has created a multitude of resources for educating photographers on the art of posing and creative portrait photography.
- **Tamara Lackey** – A North Carolina based family and lifestyle photographer, Lackey is a celebrated author, instructor and speaker, with a flair for delivering an authentic portrayal of her subjects. Whether photographing children’s portraits, families, celebrities or dignitaries, Lackey’s image style conveys the genuine emotion that makes her a trendsetting photographer.

To learn more about Nikon's Ambassador Program, please visit the website at [nikonusa.com/ambassador](http://nikonusa.com/ambassador).

### **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 Nikon 1 advanced camera with interchangeable lens system. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 85 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 at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following [@NikonUSA](https://twitter.com/NikonUSA).

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