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**NIKON OFFERS ASPIRING PHOTOJOURNALISTS EXCLUSIVE OPPORTUNITY TO GO ON ASSIGNMENT WITH NATIONAL GEOGRAPHIC'S DIGITAL NOMAD**

*Five First-Prize Winners Will Receive New Nikon D600 Digital SLR Cameras to Tell Their Stories for a Chance to Win Grand Prize*

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**MELVILLE, NY (October 24, 2012)** – Today, Nikon Inc. announced the launch of “The Full Story” contest ([www.nationalgeographic.com/nikon](http://www.nationalgeographic.com/nikon)), offering participants the chance to win an exclusive photo expedition with *National Geographic Traveler* magazine contributing editor and Digital Nomad Andrew Evans, best known for his online chronicling of his adventures exploring the world. Five first-prize winners will receive the new FX-format Nikon D600 D-SLR camera, and one lucky grand-prize winner selected from the first-prize winners will travel alongside Evans to the Galapagos where they will contribute to the Digital Nomad blog on NationalGeographic.com

“The Full Story” contest is the latest program created by Nikon to inspire budding photojournalists to convey their stories through imagery. The contest will invite passionate shooters to submit one photo and an accompanying paragraph about someone or something that is meaningful to them and they think will be compelling to others. The subject of the photo could be anything from a loved one or a hometown to a personal passion. Participants will also have the opportunity to submit three unrelated photos that best showcase their photography talent.

“Nikon is thrilled to partner with National Geographic for this program; they are one of the world’s leading brands and are known for their exceptionally illustrative storytelling through stunning imagery and compelling reporting,” said Lisa Baxt, Senior Communications Manager for Nikon Inc. “This program is all about communicating through images, and the new D600 D-SLR is the ideal tool for the photo enthusiast, designed to deliver the image quality and performance benefits needed to make visual storytelling a full-time passion.”

Consumers can enter at [www.nationalgeographic.com/nikon](http://www.nationalgeographic.com/nikon) from now through November 25, 2012. The contest judges will then select five first-prize winners, who will be sent a Nikon D600 to shoot their “Full Story” between December 17, 2012 and January 7, 2013. A grand-prize winner will be selected

from among the five first-prize winners and will be announced on January 25, 2013. The grand-prize winner will then accompany *National Geographic Traveler's* Andrew Evans on a National Geographic Expedition to the Galápagos Islands aboard the *National Geographic Endeavour* to photograph the rich ecosystems and contribute to the Digital Nomad blog.

As National Geographic 's Digital Nomad, Evans travels the world, sharing his experiences on NationalGeographic.com's Digital Nomad blog (<http://digitalnomad.nationalgeographic.com/>), his [Twitter feed @WheresAndrew](#) and his [Where's Andrew Facebook page](#).

"The Full Story" program is an opportunity to provide enthusiasts with the appropriate tools they need to effectively tell their stories; the D600 is an ideal fit for such an assignment as it offers photographers the versatility to shoot amazing, sharp imagery, with ample resolution to tackle almost any project while in the field. The Nikon D600 features a 24.3-megapixel FX-format CMOS sensor and EXPEED 3 image processing engine that helps capture great details with stunning clarity, in both still photos and Full HD (1080p) video. The camera is capable of bursts of images at 5.5 frames per second (fps) at full resolution with full AF, to capture decisive moments. Additionally, Nikon's new optional WU-1b wireless adapter allows photographers to shoot high quality images and transfer them to their mobile device, making it easier to stay connected, without the need for wires.

**Eligibility:** Legal residents of the 50 United States and Washington, D.C. 21 years and older are eligible to participate. Professional photographers are not eligible to participate. For official rules, visit [www.nationalgeographic.com/nikon](http://www.nationalgeographic.com/nikon).

#### **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. 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.

#### **About National Geographic**

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society works to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's

official journal, published in English and 33 local-language editions, is read by more than 60 million people each month. The National Geographic Channel reaches 435 million households in 173 countries in 37 languages. National Geographic Digital Media receives more than 19 million visitors a month. National Geographic has funded more than 10,000 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com).

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