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**THE "NIKON WEDDING TRUCK STUDIO" ROLLS INTO NEW YORK CITY WITH WORLD-RENOWNED PHOTOGRAPHER JOE MCNALLY AT THE WHEEL**

*As Part of Nikon's "I AM Generation Image" Campaign, Nikon Will Offer Free Newlywed Portraits Outside of the NYC Marriage Bureau Captured by Nikon Ambassador Joe McNally*

**MELVILLE, NY (MAY 27, 2015)** On June 4 and June 5, Nikon will bring the Nikon Wedding Truck Studio to New York City Hall (Office of the City Clerk), offering couples getting married the timeless keepsake of amazing images to help commemorate the start of the next chapter in their story together. Nikon is working with famous photographer and Nikon Ambassador Joe McNally to convert a truck into a fully functional photo studio, where couples getting married at the Office of the City Clerk that week are invited to get a professional portrait session at no cost.

"One of the most memorable and marvelous experiences I have had was capturing the wedding of my friends getting married at City Hall. People of all types were there to announce and share with the world that this was their beloved," said McNally "Working with Nikon to bring this pop-up studio to life gives us a chance to celebrate this real emotion and provide couples with a stunning set of wedding photos to help remember their special day."

The Nikon Wedding Truck Studio is part of Nikon's "I AM Generation Image" Campaign, which inspires people to make their stories stand out through incredible imagery. Nikon will provide participating couples with high-quality portraits to keep and share with friends and family to remember their wedding day. McNally will be shooting with the Nikon D750 DSLR camera, NIKKOR lenses and Nikon Speedlights, giving couples the highest quality images as wedding-day keepsakes.

"A wedding is a joyous occasion and deserves to be documented, so that our children and grandchildren can experience the happiness and true emotions of a couple's special day. High-quality images help to re-tell the story of that day to later generations, as if they were actually there," said Lisa Baxt, Associate General Manager of Communications, Nikon Inc. "With the help of amazing images captured by Joe McNally, these newlyweds will receive beautiful images that will stand the test of time."

The event will take place on June 4 and June 5 outside of the Office of the City Clerk, near 141 Worth Street in New York City. The portrait sessions will be free of charge, provided on a first come-first serve basis. Couples will leave with their images so that they can be shared with their loved ones.

Participating couples must have a valid New York State marriage certificate validating that they were married at City Hall during the week of June 1 to June 5 2015.

For more information about the Nikon Wedding Truck Studio, check out Joe McNally's blog at <http://blog.joemcnally.com>, and follow Nikon's social media channels including [Facebook](#), [Google+](#) and [Twitter](#). Additionally, be sure to follow the hashtags #IAmGenerationImage and #NikonWeddingTruck.

### **About the Nikon "I AM Generation Image" Campaign**

The concept of "Generation Image" was born from a desire to understand people's relationships with their images. The number of images captured and shared every day is significantly increasing and after extensive research, it became clear that image quality is critical to celebrating and purposefully representing the motivations of this new generation of image makers. Across the country, people are using their cameras as a tool to share what is important to them and each have the potential for significant impact. From families or hobbies, personal causes to accomplishments, this generation enjoys expressing and sharing their passions through photos and videos. On social media channels, the hashtag #IAmGenerationImage is a rallying cry. It echoes the desire to deliver the best images possible, in order to convey emotions and passions that rise above the noise. "I AM Generation Image" reminds us that we are all part of this generation, and Nikon will enable our stories to ring loud, true and authentic.

### **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 80<sup>th</sup> 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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