

## Press Release

Detmold, 21 December 2017

### **E1|R1 Photo Award seeks professional hiking and cycling photos of Europe's first two long-distance trails**

**Until 31 March 2018, trained professional photographers will be able to submit their entries for the first photo contest to feature the E1 and R1 long distance trails at [www.e1r1-photoaward.eu](http://www.e1r1-photoaward.eu) for a chance to share in prizes worth a total of roughly €30,000.**

With the opening of the submission period for entries, a decisive phase in the development of the international E1|R1 Photo Award has begun. Professional photographers can now submit their most beautiful, most spectacular hiking and cycling photos taken all along the E1 European Long-Distance Path from the North Cape to southern Italy or the Euroroute R1 from Boulogne-sur-Mer via London to St. Petersburg over [www.e1r1-photoaward.eu](http://www.e1r1-photoaward.eu). The deadline for the last submissions is on 31 March 2018. As the technical aspects of the website were implemented through a cooperation with Europe's largest photo book manufacturer, CEWE of Oldenburg, both competitions can also be reached at [contest.cewe-fotobuch.de](http://contest.cewe-fotobuch.de).

Qualified professional photographers must enter with at least three or four works in a photographic series. There are four categories: Culture & Landscape, Man & Nature, Sky & Earth, and finally, Animals & Nature. Entrants may submit a maximum of one series per category. The independent jury, consisting of curator, author and university lecturer, **Dr. Sandra Abend**, photo artist and curator, **Michael Dannenmann** and photographer and lecturer **Eib Eibelshäuser** will determine the winner based on criteria relating to the underlying concept, innovative imagery, and photo composition. The overall winner will be selected from the category winners, each of whom will win a prize worth €3,500, while the overall winner will receive an additional prize worth €12,000. The E1|R1 Photo Award was initiated by the Competence Center for Hiking, WALK, in Detmold and is supported by the German Hiking Federation (DWV) and the European Ramblers' Association (ERA). It is aimed at both



professionals and ambitious amateur photographers with two separate contests, with winners to be announced as part of the 118<sup>th</sup> German Day of Hiking, to be held in Detmold during 2018.

If you're not quite sure whether you've already explored part of the E1 or R1 trails, and whether your work meets the entrance criteria as a result, you can visit the E1|R1 Photo Award website to find a list of all the major destinations in eighteen European countries along each trail, listed under the E1|R1 menu item.

*Further information, detailed category descriptions and the complete set of terms and conditions governing entries can be found at <https://e1r1-photoaward.eu/en/professional-photography-award/terms-and-conditions-professional-award/>*

### **About the E1|R1 Photo Award**

The European Long-Distance Trail E1 from Nordkapp (Norway) to South Italy, and the European Bicycle Route R1 from Boulougne-sur-Mer to St. Petersburg, via London, only cross each other once. This crossing point is in the Teutoburg Forest and is both the cause and the namesake for the international E1|R1 Photo Award – created by the competence centre for hiking WALK in Detmold and supported by the German Hiking Association (DWV) and the European Ramblers' Association (ERA). The aim is to use the art of photography to raise awareness of two of the most important routes for the many thousand hikers and cyclists in Europe.

The 1<sup>st</sup> international photo competition is calling for amateur and professional photographers, in separate competitions, to submit their most beautiful and spectacular photos of the direct surroundings of both routes. Prizes with a total worth of around €50,000 are up for grabs and will be awarded by independent juries on the 118<sup>th</sup> German Hiking Day 2018 in Detmold.

The submissions period for the photo competition begins on 1<sup>st</sup> December 2017 and ends on 31<sup>st</sup> March 2018. Fans of photography and professional photographers can submit their photos in four categories: Culture and Landscape, Man and Nature, Heaven and Earth, and Animals and Nature. Professional photographers must always submit a series of minimum 3 and maximum 4 subjects, whereas for the amateur award, only one can be submitted. More information about the international E1|R1 Photo Award, the categories and the conditions of entry can be found at [www.e1r1-photoaward.eu](http://www.e1r1-photoaward.eu)

### **About WALK**

The competence centre for hiking WALK has been located at the foot of the Hermannsdenkmal monument since 2016, in the middle of one of Germany's most important hiking regions. Supported by funds for regional development from the European Union as well as from the Ministry of Economy, Energy, Industry, Small Businesses and Trade for the North Rhine Westphalia region, WALK brings activities around the topics of hiking and cycling in the Teutoburg Forest under one roof. It is also the centre for a large scale project strengthening this region of hiking and healthcare, with five hiking routes currently certified and the Hermannshöhen trail named as one of the Top Trails of Germany. WALK promotes and supports offers and ideas in hiking. With this international photo competition, attention is drawn from the Teutoburg Forest region to hiking and cycling throughout Europe, and public awareness is raised of both European routes E1R1 which link 18 European countries in total. **[www.walk-eu.de](http://www.walk-eu.de)**

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