

PRESS INFORMATION

Detmold, 24. Mai 2017

Hit the trail, photograph, and win

Competence Center for Hiking WALK launches the international E1|R1 photo award

The European long-distance path E1 leads from North Cape to southern Italy. The European cycling route R1 leads from Boulogne sur Mer to London and on to St Petersburg. The two first European long-distance paths meet just once: in the Teutoburg Forest in Detmold. The E1|R1 crossing is the trigger and at the same time the name-giver for an international photo competition: amateur photographers, as well as professionals, are called to participate in separate categories, to submit the most beautiful and spectacular photos of the environments surrounding the two paths. Prizes with a value of around 50,000 euros are up for grabs, and will be awarded by independent judges for the best works. The winners will be announced on the occasion of the 118th German Hiking Day 2018 in Detmold.

The 1st international photo competition of its kind

The starting signal has been given: hikers, amateur photographers and professionals are called to capture the most beautiful subjects, hiking- and cycling-adventures along the E1 and the R1 with their camera. Important: all subjects must be captured in the immediate vicinity of the two paths.

The period for submissions for the photo competition begins on 1st December 2017 and closes on 31st March 2018. In order to give as many people as possible a chance to take part, there is an Amateur-Award for hobby photographers and – separate from this – an award for professional photographers. Both competitions are subdivided into four categories: Culture and Landscape, Man and Nature, Sky and Earth as well as Animal and Nature.

Professional photographers must always submit a series with at least three and as many as four subjects; for the Amateur-Award a single subject is sufficient. More information regarding



the international E1|R1 photo award, the categories and participation conditions can be found at: e1r1-photoaward.eu/en

The initiators emphasise that this is the first international photo competition of its kind. After all, hikers and cyclists from 18 European countries are invited to take part. The Competence Center for Hiking WALK, in Detmold, brought the E1|R1 photo award to life, supported by the German Hiking Association (DWV) and the European Ramblers Association (ERA). "With this international photo competition, we are directing our focus on to our hiking region, on to the land of the Hermann, on to hiking and cycling throughout Europe, and bringing the two first European long-distance paths more prominently into the public consciousness. Simultaneously, Europe will discover that the Competence Centre for Hiking, WALK, and the tourism region Lippe exist", as County Commissioner Dr Axel Lehmann happily explains, as a patron of the E1|R1 photo award.

About WALK

The Competence Center for Hiking WALK, stands at the feet of the Hermann, in the middle of the most important hiking region in Germany. Promoted by funding from the European Union's European Fund for Regional Development as well as from the Ministry for Economic Affairs, Energy, Industry, Mid-Tier Business and Crafts of Nordrhein-Westfalen, WALK brings together the hiking and cycling activities in the Teutoburg Forest under one roof. The Centre is simultaneously a broadly-conceived project to strengthen the hiking and cycling region with (at present) five certified hiking paths, including the 'Hermannshöhen' which is one of the Top Trails of Germany. WALK promotes and supports hiking propositions and ideas in the hiking region. With the international photo competition, it turns its view from the country of Hermann to hiking and cycling across the whole of Europe, and brings the two first European long-distance paths, E1|R1, which connect 18 European countries in total, more prominently into the public consciousness. www.walk-eu.de

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