



## PRESS RELEASE

31<sup>th</sup> January 2018

### **E1|R1 Photo Award connects the hiking and cycling regions of Europe**

**Until the end of March, amateur and professional photographers can submit their most beautiful images of the E1 European Long Distance Path and the R1 European Bicycle Route.**

It is half-time for the E1|R1 Photo Award. For almost two months ambitious amateur photographers as well as professionals have had the opportunity to upload their most beautiful and spectacular images for the E1|R1 Photo Award at [www.e1r1-photoaward.eu](http://www.e1r1-photoaward.eu). More than 350 submissions have already been received. In an inimitable way, these images demonstrate the great diversity and breath-taking beauty of the landscapes, towns and cultural monuments along the hiking and cycle trails between North Cape (Norway) and southern Italy as well as St. Petersburg, Boulogne-sur-Mer and London. Like no other, the international photo competition brings both of the first European long-distance trails – and along with them, the most diverse regions – together.

The varied stories of travellers and of people whose homes lie along the trails can already be glimpsed in the Photo Award gallery, available at <https://contest.cewe-fotobuch.de/e1r1-photoaward>. The images are united by a passion for hiking, cycling, nature, culture and photography. And they are increasing in number: submissions for the E1|R1 Photo Award, hosted by the Competence Centre for Hiking WALK in Detmold, are being accepted until the end of March.

As the technical processing is being carried out in cooperation with Europe's largest photobook producer, CEWE, Oldenburg, the two separate competitions for amateur and professional photographers respectively can also be reached at [contest.cewe-fotobuch.de](http://contest.cewe-fotobuch.de). There participants can submit their photos in four categories: Culture and Landscape, Man and Nature, Heaven and Earth, or Animal and Nature. Participants should ensure that their subject can be found directly along the E1 or E2 trails. For anyone who is unsure whether their favourite holiday photo thus fulfils the criteria, help is available on the E1|R1 Photo Award



website. Under the menu item E1|R1, all important locations along the two long-distance trails in each country are listed.

All information regarding the international E1|R1 Photo Award, the categories and the conditions of participation can be found at [www.e1r1-photoaward.eu](http://www.e1r1-photoaward.eu)

#### Photo Credits:

**Deutschland\_E1\_Morgenstund\_@farvel** – Submitted by farvel in the “Man and Nature” category for the E1|R1 Photo Award / Amateurs

**Deutschland\_Ferropolis\_@Mette7** – Submitted by mette7 in the category “Culture and Landscape” for the E1|R1 Photo Award / Amateurs.

**Finnland\_Way\_to\_go\_@mcigors** – Submitted by mcigors in the category “Culture and Landscape” for the E1|R1 Photo Award / Amateurs.

**Frankreich\_Boulogne-sur-mer\_Strandhäuschen\_@tourfix** – Submitted by tourfix in the category “Heaven and Earth” for the E1|R1 Photo Award / Amateurs.

**Litauen\_Wüstenzauber\_@Sonwa** – Submitted by Sonwa in the category “Heaven and Earth” for the E1|R1 Photo Award / Amateurs.

**Norwegen\_Autumn\_surprise\_@FMwurker** – Submitted by FMwurker in the category “Heaven and Earth” for the E1|R1 Photo Award / Amateurs.

**Schweiz\_Der\_Weg\_aus\_der\_Stadt\_@Rahel-Lorena** – Submitted by Rahel-Lorena in the category “Heaven and Earth” for the E1|R1 Photo Award / Amateurs.

#### **Publication of the photos only with photo credits and captions!**

#### **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 Boulogne-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.

# ~~E1R1~~ photo award

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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