

PRESS RELEASE

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E1R1 Amateur Photo Award enters second round

Competence Centre for Hiking WALK announces Europe-wide photo competition for amateur photographers

Overwhelming hiking and cycling impressions from all over Europe and the exhibition was even shown abroad – after the great success of the first Europe-wide E1R1 Photo Award last year, the unique photo competition of the Lippe Tourismus & Marketing GmbH in Detmold, Germany is now entering the next round. "After receiving almost 2,000 submissions from many European countries at the premiere in 2018 and the exhibition also being presented in Italy, we are now once again looking forward to the most beautiful motifs along the two European long-distance routes," says Günter Weigel, Managing Director of Lippe Tourismus & Marketing GmbH. As of now, amateur photographers from all over Europe are invited to submit their impressions along the E1 long-distance hiking trail and the R1 cycle trail. The competition will be organized by the WALK Hiking Competence Centre in Detmold. Background: The European long-distance hiking trail E1 leads from the North Cape to southern Italy. The European cycling trail R1 from Boulogne sur Mer via London to St Petersburg. Both paths cross at exactly one point: the Externsteine in the Teutoburg Forest near Detmold.

In the second edition of the award, the most beautiful photographs from the categories "Culture and Landscape", "Man and Nature", "Heaven and Earth" and "Animal and Nature" will again be judged by a jury of experts. The submission period for the photo competition has begun on 30 September 2019 and ends on 31 December 2019. One to a maximum of ten photos can be submitted in the four different categories. Unlike last time, this year's competition is aimed exclusively at amateur photographers.

More information about the international E1|R1 Photo Award, the categories and conditions of entry can be found at www.e1r1-photoaward.eu.



About the Lippe Tourismus and Marketing GmbH

The Lippe Tourism & Marketing GmbH (LTM GmbH) based in Detmold has the task of promoting and develop the Lippe region, called "Land of Hermann." This happens in the areas of tourism and location marketing through internal and external marketing. The LTM GmbH fulfills the task of supplying all Lippe towns and communities and, of course, also the local companies from retail, catering, and hotel business with inflow and purchasing power. The core tasks are market research & evaluation, service for guests & tourism partners, tourism marketing, press & public relations, product development, cooperation & networks as well as projects. In addition to its core tasks, LTM GmbH is also involved in supporting projects that make the region even more attractive.

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