

PRESS RELEASE

Detmold, 12 December 2019

Submission deadline of the E1 | R1 Photo Award 2019 extended to the end of February 2020

Powerful images in the competition for amateur photographers along Europe's first cycling and hiking trails

The second edition of the E1|R1 Photo Award, organized by Lippe Tourismus und Marketing GmbH (LTM), has been running since 30 September. Once again, the European hiking and photo community shows what it is made of by submitting strong motifs from all over Europe. The submission deadline has now been extended to 29 February 2020. "The reason was above all the great interest and our wish to be able to include as balanced a spectrum as possible of all European countries along the E1 and R1", explains Günter Weigel, Managing Director of LTM GmbH. Amateur photographers from all over Europe are invited to submit their impressions of the E1 long-distance hiking trail and the R1 European Bicycle Route. The European long-distance path 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 the Externsteine in the Teutoburg Forest near Detmold.

Quality of submissions increased again

The first submissions already shone with impressive motifs. The pictures from along the two European long-distance trails E1 for hikers and R1 for cyclists that the participants sent into the race come from Germany, Italy, the Netherlands and Poland, among others. While the first E1|R1 Photo Award 2018 already featured numerous impressive images, the quality even seems to have increased – as a first intermediate viewing shows. In contrast to last year, submissions from southern Europe still dominate in terms of numbers over those from northern countries. Until 29 February, amateur photographers from north Europe still have time to submit more motifs.

Cash or non-cash prizes for the category winner and the overall winner

All category winners in the four categories, "Culture and Landscape", "Man and Nature", "Heaven and Earth" and "Animal and Nature" will each receive prizes worth 500 euros.



From the category winners, the expert jury determines the overall winner, who can also look forward to a prize worth 3,000 euros. All prizes can be handed over as cash prizes or in the form of non-cash prizes. In addition to the winning motifs, the pictures of all nominees will also be presented at the E1|R1 Photo Award exhibition in Detmold.

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.

Media Contact:

Konsequent PR, Kollegienwall 3-4, 49074 Osnabrück, Germany
René Sutthoff, sutthoff@konsequent-pr.de, Tel. +49 0541 580 548 0