

## PRESS RELEASE

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### **The diversity of Europe at the E1|R1 Photo Award**

**Contest for amateur photographers shows submissions from various countries along Europe's first cycle and hiking trails**

Icy expanses of Finland and northern lights in Sweden, picturesque architecture in Italy, the German low mountain ranges, or the Dutch North Sea coast. At the second edition of the E1|R1 Photo Award, organized by Lippe Tourismus & Marketing GmbH (LTM), amateur photographers from all over Europe once again show with their stunning motifs what makes Europe so diverse. Amateur photographers have been invited to submit their pictures since 30 September 2019, and the deadline has now been extended to 29 February 2020. Participants can submit photos taken along the E1 European long-distance hiking path and the R1 European Bicycle Route. The E1 runs from the North Cape to southern Italy. The R1 cycle path from Boulogne Sur Mer via London to St. Petersburg. Both paths cross at the Externsteine in the Teutoburg Forest near Detmold.

#### **Contest establishes itself in the European hiking and photo community**

What is striking about the second edition of the competition is that among the recent entrants, many participants were also present at the premiere. The contest seems to be well on its way to becoming a permanent fixture within the European hiking and photography scene. To do justice to the continuing great interest and to be able to finally include as balanced a spectrum as possible of all European countries along the E1 and R1, the outdoor enthusiasts and amateur photographers can show what they are made of until the end of February. We can, therefore, be excited which spectacular impressions from all corners of the continent will convince the jury of experts.

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

All category winners in the four categories, "Culture and Landscape", "Man and Nature", "Heaven and Earth", and "Animals 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 3000 euros. All prizes can be awarded in



cash 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](http://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](mailto:sutthoff@konsequent-pr.de), Tel. +49 0541 580 548 0