



PHOTOGRAPH A NATIONAL PARK OR FEDERAL LAND AND WIN BIG

The National Park Foundation Launches 2009 Share the Experience Photo Contest, and Encourages Amateur Photographers and Nature Lovers to Submit Photos of Great Park Moments

(New York, NY -- May 6, 2009) The **National Park Foundation (NPF)** and **Olympus** today announced the launch of the *2009 Share the Experience Photo Contest*, a special photo contest that encourages nature lovers, amateur photographers, and kids of all ages to take pictures of a national park and 'share the experience' by entering to win one of six great prizes – with 15 chances to win in total.

The *2009 Share the Experience Photo Contest* will run from May 4, 2009 through December 31, 2009 and showcases the more than 500 million acres of Federal Lands, drawing entries from all across the United States.

“Our nation’s parks offer amazing experiences from the highest peaks to the most remote coasts and right in your own backyard. Photography enables you to capture and share your experiences with countless others,” said F. Mark Gumz, president, Olympus Imaging America Inc. “We continue to develop new technologies that expand the frontiers of digital photography, enabling you to be a part of the action and capture it all, and we’re proud to support the National Park Foundation’s *Share the Experience* contest for the second year.”

“I am honored to announce our 9th annual *Share the Experience* photo contest, which draws thousands of participants each year,” said Jamie Patten, Senior Vice President, the National Park Foundation. “We are grateful to Olympus for their support, and delighted to partner with them again on this successful program, which invites people to our parks and federal lands, and encourages them to share their experiences – and beautiful photographs – with each other.”

All 2009 entrants will have the opportunity to win one of six exciting prize packages, including trips to national parks. The **Grand Prize** winner will earn the international honor of having his/her winning image grace the cover of the 2011 “Federal Recreation Lands Pass,” an Olympus E-3 digital single lens reflex (DSLR) Camera Kit, plus a five-day, four-night trip for four to the Federal Recreation Area of your choice. The runner-up prizes are:

- **Second Prize** -- A three-day, two-night trip for two to a Federal Recreation Area, an Olympus E-620 DSLR Camera Kit, and a Federal Recreation Lands Pass.
- **Third Prize** -- A two-day, one-night trip for two to a Federal Recreation Area, an Olympus SP-590 UZ digital camera, a handheld GPS unit, and a Federal Recreation Lands Pass.
- **Fourth Prize** -- An Olympus Stylus Tough-8000 digital camera, \$250 gift card for outdoor gear and apparel, and a Federal Recreation Lands Pass.
- **Honorable Mentions** -- Each of the ten Honorable Mention photos will win an Olympus Stylus Tough-6000 digital camera, \$150 gift card for outdoor gear and apparel, and a Federal Recreation Lands Pass.

All winners will receive the Ken Burns *The National Parks: America's Best Idea* DVD and companion book.

For an additional chance to win, this year, NPF is introducing a special new category to acknowledge the PBS special by Ken Burns entitled, *The National Parks: America's Best Idea*. Take a photo in any of the federal recreation lands that you believe showcases "America at Its Best." The winner of this category will be separate from the winners from the regular contest, and will be featured in an issue of Parks magazine, in addition to winning an Olympus E-30 DSLR Camera Kit and the Ken Burns *The National Parks: America's Best Idea* DVD and companion book.

The public will be able to view an online photo gallery of 2009 submissions throughout the contest period and vote on their favorites from January 17, 2010 - January 31, 2010.

Citizens and legal residents of the United States who are at least 18 years of age can enter by submitting up to three photo entries online at www.sharetheexperience.org; or via mail in a hand-written, stamped envelope to:

Share the Experience Official Federal Recreation Lands Photo Contest
c/o ePrize, LLC
PO Box 8070
Royal Oak, MI, 48068

All photographs entered must be taken in one of the Federal Recreation Agency Lands between January 1, 2009 and December 31, 2009, must be original creations, and must be submitted by the original photographer. PLEASE SEE OFFICIAL RULES AT www.sharetheexperience.org.

Mail-in entries must be postmarked by December 31, 2009 and received by the close of business on January 8, 2010. Each envelope must include only one entry. All photos will be judged on creativity; photographic quality; visual appeal; appropriateness; ability to show diversity and the richness of the Federal Recreation Lands.

About the National Park Foundation The National Park Foundation is an independent charitable organization chartered by Congress in 1967 to strengthen the connection between the American people and their national parks. As the official national non-profit partner of America's National Parks, the Foundation raises private funds, makes strategic grants, creates innovative partnerships and increases public awareness about the need and opportunity for park philanthropy. In its 2008 fiscal year, the National Park Foundation distributed grants and program support of \$27.3M. For more information, visit www.nationalparks.org

About Olympus Imaging America Inc.

Olympus Imaging America Inc. is a precision technology leader, designing and delivering award-winning products for consumer and professional markets.

Olympus Imaging America Inc. works collaboratively with its customers and its ultimate parent company, Olympus Corporation, to develop breakthrough technologies with revolutionary product design and functionality that enhances peoples' lives every day. These include:

- Digital and Film Cameras
- Professional Digital SLR Imaging Systems
- Related Underwater Products and Accessories
- Digital and Microcassette Recorders
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Binoculars

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