

FOR IMMEDIATE RELEASE

## **WANTED: ASPIRING TRAVEL PHOTOGRAPHERS!**

### ***Travel + Leisure* Launches Monthly Photo Contest as Part of New Online Community**

New York, NY (June 3, 2010) – Beginning this week, *Travel + Leisure's* new monthly photo contests give readers and users the chance to have their photos featured in the pages of *Travel + Leisure* and showcased on TravelandLeisure.com, as well as to compete for a range of prizes, including a vacation for two at the Halekulani Hotel in Oahu, Hawaii, a T+L World's Best Award-winning hotel; a camcorder; an e-reader; and much more.\*

Nancy Novogrod, editor-in-chief of *Travel + Leisure*, said: "Not content simply to experience the world first hand, most travelers are also inveterate photographers, who bring home images as touchstones for memories. Our photo contest provides an exciting opportunity for members of the TravelandLeisure.com community to actively engage with one another by sharing personal photos and travel insights—along with the possibility of winning prizes and recognition."

From June through December 2010, each monthly contest will have a category theme and a prize:

- + June: My Favorite Place (Prize: mini camcorder)
- + July: Beaches (Prize: handbag)
- + August: Cities (Prize: walking shoes)
- + September: Funny Signs (Prize: luggage set)
- + October: Nature (Prize: e-reader)
- + November: Locals (Prize: luggage set)
- + December: Views (Prize: luggage set)
- + Overall Grand Prize: 5-nights at the Halekulani Hotel, Oahu, Hawaii

There will be one theme winner selected each month; each of these winners will also be one of the seven finalists. To determine the theme winners, *Travel + Leisure* editors will select their favorite photos and reveal them on TravelandLeisure.com each month; thereafter, the TravelandLeisure.com community will then vote to determine which of the editor-selected photos is the best. The photo with the most votes is the month's theme winner and will advance as a finalist for a chance to compete to win the Grand Prize. In addition to receiving a prize, each monthly theme winner's name, photograph, and shot description will be featured on TravelandLeisure.com following voting, and in a subsequent issue of *Travel + Leisure* magazine.

Voting to determine the overall Grand Prize winner will take place on TravelandLeisure.com in February 2011.

Photographs can only be submitted at [www.travelandleisure.com/photocontest](http://www.travelandleisure.com/photocontest) (photos will not be accepted via other channels) beginning June 1. TravelandLeisure.com members who are 18 years and older and are U.S. citizens are eligible to enter.

\* NO PURCHASE NECESSARY TO ENTER the Travel + Leisure Photo Contest. The contest is open to legal residents of the 50 United States or the District of Columbia, age 18 or older. To enter and for details on monthly entry deadline dates, view complete Official Rules (which govern this Contest) at <http://www.travelandleisure.com/official-photo-contest-rules-0510>. Entries must be received between 12:01 AM Eastern Time ("ET") on 6/1/10 and 11:59 PM ET on 12/31/10. Void where prohibited by law. Sponsor: American Express Publishing Corporation.

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