

Celebrating

25!

The 25th Anniversary of the PhotoPlusExpo* and the Susan G. Komen for the Cure organization

+ 25 Lessons I've Learned (about photography)

Saturday,  October 25
New York City



To be held at **Katwalk**
2 West 35th Street, @ 5th Ave.
in the heart of the Fashion District
(6 blocks East of Javits Center)

Performances All Night Long by:

Debut album performance by emerging jazz artist Mark Rapp
Body & Soul DJ John Davis
& DJ Soundwave

3:00 - 5:00

25 Exhibition: Retrospective 2004-2008 of NYC Street Photography by Lorenzo! (2008 HP Be Brilliant Artist) (25% of net proceeds go to The greater New York City Affiliate of **Susan G. Komen for the Cure**)

25 prints created with HP's Z3100 Designjet Printer and Professional Satin Photo Paper



Matting provided exclusively by MH Art & Framing



According to *DownBeat Magazine*, Mark is a "Top 25 emerging jazz trumpeter."

5:00 - 9:00

Book Launch Party *25 Lessons I've Learned* (about photography) by Lorenzo!

5:00 - 6:00

Glenfiddich Whiskey Hour and debut album performance by Mark Rapp

8:00 Raffle for all attendees

8:00 - 9:00

Gourmet Desserts & Cognac courtesy of The Sweet Corner and Séraphin



Presented by **Paved Earth**
creative american music



*PDN or the PhotoPlus Expo are affiliated with this event.

Photography, Art & Media Sponsors



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thoughtsonphotography.com



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**For more information or questions about the event
and sponsorship opportunities, please contact:**

Lorenzo Dominguez
Cell: 646-320-6553
VM: 212-866-1035
lorenzdom1@gmail.com
www.25Lessons.com

25!

Welcome Letter to Prospective Sponsors and Participants

On October 20, the Lucie Awards (the Oscars of Photography) will be held at the Lincoln Center in Manhattan. And from October 23 to October 25, PDN PhotoPlus will host its 25th Expo and Conference in New York City, with over 27,000 photography enthusiasts and professionals attending from all over the world.

In sum, as an expo exhibitor who expends so much time, money and effort to come to NYC, you'll want to take advantage of every opportunity to expose your products and services to all the avid photogs and emissaries from the field of photography who will be in New York City for this important week.

On the afternoon of Saturday, October 25, the last day of the expo, we plan to take advantage of this important confluence of people with a celebration called **25!** It will be a two-part event consisting of a charitable art opening, with a 4-year retrospective of my NYC street photography with partial proceeds going to breast cancer research.

Afterwards, we're having a party to celebrate both the 25th anniversary of the expo and the launch of my book **25 Lessons** I've Learned (about photography). 25% of the proceeds for the art opening and event sponsorship sales will go to the greater New York City Affiliate of the **Susan G. Komen for the Cure** organization, which is also celebrating its 25th Anniversary.

The celebration will include the debut CD performance of up and coming jazz artist Mark Rapp, a Glennfiddich Scotch Whisky Hour, performances by Body & Soul DJ John Davis and DJ Soundwave, and the final hour with complimentary Seraphin Cognac and gourmet chocolates and desserts by The Sweet Corner, gift bags and giveaways.

Thus, we invite you to be part of 25! as a sponsor or attendee of this important event, so that you can network with many of the influential professional artists, photographers and journalists that will also be in town. Moreover, distributing tickets to the event can be an inexpensive and easy way to entertain important clients after the Expo.

In addition to the great exposure you'll have at the event, many of the media sponsors have agreed to print ads. We have already submitted one to Resource Magazine, which is placing half page ad in its magazine with a print run of 20,000 in September. We are anticipating over 500 attendees of the art opening and approximately 250 guests to the party.

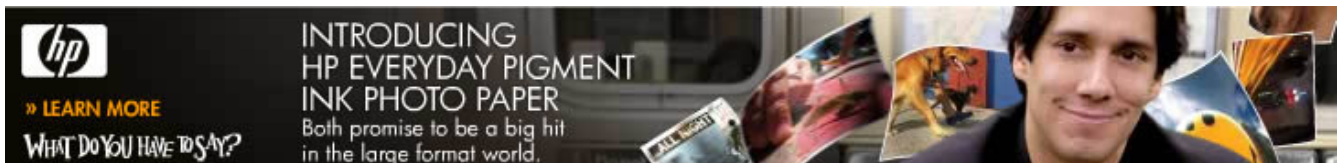
In sum, we would love to make this important event a showcase for your company!

Regards,
Lorenzo

Benefits to All Sponsors

Benefits at the Event Level Include:

- **Your company logo will be placed on all promotional materials** including print and website listings
- **Inclusion in the list of such sponsors** with all promotional e-mail
- **Opportunity to place marketing collateral or promotional items in gift bag**
- **Listing on sponsor page** of event website with link to your website.
- **Opportunity to offer gift(s)** as part of the raffle at the event
- **A easy way to entertain** important clients after the Expo
- **Exposure to tens of thousands of Art Photography, Media and Association Sponsor Members** via their website, newsletter and magazine promotions for this event. (priceless)



PLATINUM

Benefits at the Platinum Level Include:

- **Exclusive Industry/Product Sponsor** of the 25 Photo Exhibition, 25 Year Anniversary PhotoExpo Celebration and 25 Lessons Book Launch Party
- **Full Page (8 x 10) Advertisement** in *25 Lessons I've Learned (about photography)* to be given at the event (est. 250-500) and for the first 2,500 copies sold, with first options to renew advertisement. (\$5,000 value)
- **Choice of one of the limited 25 Prints** (\$2,500)
- **Ten event passes** (\$250)

\$2,500 with advertisement
\$1,250 after September 5 without advertisement

AD
SUBMISSION
DEADLINE:
Friday,
September 5

GOLD

Benefits at the Gold Level Include:

- **Sponsor** of the 25 Year Anniversary PhotoExpo Celebration and 25 Lessons Book Launch Party
- **Half Page (4 x 5) Advertisement** in *25 Lessons I've Learned (about photography)* to be given at the event (est. 250-500) and for the first 2,500 copies sold, with first options to renew advertisement. (\$2,500 value)
- **First option to purchase one of the limited 25 Prints**
- **Five event passes** (\$125)

\$1,000 with advertisement
\$750 after September 5 without advertisement

SILVER

Benefits at the Silver Level Include:

- **Sponsor** of the 25 Year Anniversary PhotoExpo Celebration and 25 Lessons Book Launch Party
- **Quarter Page (2 x 2.5) Advertisement** in *25 Lessons I've Learned (about photography)* to be given at the event (est. 250-500) and for the first 2,500 copies sold, with first options to renew advertisement. (\$1,250 value)
- **Two event passes** (\$50)

\$500 with advertisement
\$250 after September 5 without advertisement

AD
SUBMISSION
DEADLINE:
Friday,
September 5

BRONZE

Benefits at the Bronze Level Include:

- **Sponsor** of the 25 Year Anniversary PhotoExpo Celebration and 25 Lessons Book Launch Party
- **Listing** in *25 Lessons I've Learned (about photography)* to be given at the event (est. 250-500).
- **One event pass** (\$25)

\$250 with listing
\$100 after September 5 without listing

FOOD & BEVERAGE

Benefits of Food & Beverage Sponsorship Include:

- **Exclusive one hour liquor, wine, beer or food sponsor** of the 25 Photo Exhibition or 25 Year Anniversary Photo-Expo Celebration and 25 Lessons Book Launch Party
- **Listing** in *25 Lessons I've Learned (about photography)* to be given at the event (est. 250-500).
- **One event pass** (\$25)
- **Apart from a contribution of product, there is no cost to the sponsor.**

Photography & Arts Association and Media Sponsors

Benefits of Sponsorship Include:

- **Listing** in *25 Lessons I've Learned (about photography)* to be given at the event (est. 250-500).

In exchange for one or more of the following:

- Advertisement or editorial mention of the event in your periodical, editorials or newsletter
- E-mail(s) to your subscribers/constituents informing them about the event
- Host banner ad or animated gif about the event on your website
- Create a reciprocal link back to the website for the event
- Spread the word in any way you are willing and can!

AD SPECS

Special Edition 25 Lessons I've Learned (about Photography) PRODUCTION SPECS

Every attendee of 25! will receive a special revised edition of 25 Lessons I've Learned (about photography). All Platinum, Gold and Silver sponsors of 25! will have the opportunity to place full-color advertisements in the book for the first 2,500 copies sold, with first options to renew advertisement. Companies can choose to advertise only.

Advertising Rates

Full Page	(8 x 10)	\$5,000
Half Page	(4 x 5)	\$2,500
Quarter Page	(2 x 2.5)	\$1,250

AD SUBMISSION DEADLINE: Friday, September 5

To maintain the quality of the book being specially published for 25! and to ensure that your company is shown at it's best, certain production requirements must be met. This page provides all necessary information on how to submit images and text.

Once your materials have been submitted, you can expect the following:

- We will email you a pdf proof of your ad for review.
- Clients are allowed one round of revisions and the revisions must be submitted back to us within seven business days of receipt of initial proof.
REVISIONS MUST BE SENT BACK VIA FAX OR EMAIL ONLY, NO EXCEPTIONS.
- You will then receive a revised pdf proof for final approval. YOUR FINAL APPROVAL MUST INCLUDE A COPY OF THE AD YOU ARE SIGNING-OFF ON.
APPROVAL MUST BE MADE VIA FAX OR EMAIL ONLY, NO EXCEPTIONS, within seven business days of receipt of revised proof.

Ad Specifications According to Sponsorship Level:

PLATINUM:	Full Page (8 x 10)
GOLD:	Half Page (4 x 5)
SILVER:	Quarter Page (2 x 2.5)

Materials can be also submitted via e-mail, mail, special delivery or messenger to:

Lorenzo Dominguez
lorenzodom1@gmail.com
51 Madison Avenue, Room 300
New York, NY 10001
646.320.6553
212.419.858.4481 (fax)

Questions...please contact Lorenzo Dominguez via phone or email.

Artwork will be accepted in the following formats:

Digital Files

- Saved as an EPS, TIFF or JPEG file. Logo files ONLY may also be sent as Adobe Illustrator vector art.

Resolution

- All files MUST be High Resolution: at least 200 dpi, 300 dpi preferably at 1:1 ratio
- Do not blow up images more than 15% or reduce more than 30%

Color Space

- Both RGB and CMYK process colors are acceptable.
- ALL images used in ad must accompany design files.
- Save files in JPEG, EPS or TIFF format.
- Logo files ONLY may also be saved as Adobe Illustrator vector art.

File Submission

- Files 10GG or less can be submitted via e-mail to lorenzodom1@gmail.com
- Artwork being submitted on disk MUST be provided on the following types on media ONLY: CD or DVD ONLY. No floppy disks will be accepted.

SUBMISSION DEADLINE:
Friday, September 5

25! Sponsorship Registration and Agreement

Sponsor Information

Check box if you would like the following information to appear in the sponsor section of the website for this event, www.25Lessons.com

Company: _____ Contact(s): _____
Address: _____ City: _____ State: _____ Zip: _____
Country (if other than USA): _____ Phone: _____ Fax: _____
Website Address: _____ E-mail: _____
Company Description (100 words or less, description may be e-mailed seperately to lorenzo@25Lessons.com)

Please mark the level of sponsorship or participation you are choosing:

- Platinum** (\$2500) **Gold** (\$1000) **Silver** (\$500) **Bronze** (\$250)
 Platinum (\$1250) **Gold** (\$750) **Silver** (\$250) **Bronze** (\$100)
 Food & Beverage (Contribution of Product) **Photography, Arts Association & Media**
 Non-sponsorship Raffle Donor (Contribution of Product) **Event Attendee(s) Only**, # attending _____

*Contributions will be acknowledged as part of listing on website

Payment Instructions and Acceptance

STEP 1: FAX COMPLETED CONTRACT (ALL PAGES) TO: 419.858.4481

STEP 2: All contracts must include payment or payment must be received within 10 days of contract receipt. Contracts are not valid until payment is received. Credit card payments are accepted via paypal online at www.25Lessons.com. Please make all checks payable to: **Milk and Honey Events, Inc.**

Mail/Overnight Checks to: Milk & Honey Events, 422 55th St. Brooklyn, NY 11220, Attn: Suzanne Hogan

STEP 3: This document constitutes a binding agreement when signed by sponsor. Please note that receipt of this agreement and payment are both required in order to officially sponsor the event.

Please check how you will make payment: Mailing check Paying online via PayPal

We understand this application becomes a binding agreement when accepted by Milk & Honey Events. We agree to abide by the Terms and Conditions as listed on page 2 of this agreement.

Signature Required > _____

Signature of official company representative

_____ Date

25! Sponsorship Terms & Conditions

1) Defined Terms: "Event" means the 25! celebration, scheduled to be held Saturday, October 25, 2008 (the "Event Dates") in New York, NY at a location to be announced (the "Facility"). "Organizer" means, collectively, Milk and Honey Events, Inc. and Lorenzo Dominguez, unless the context requires otherwise. "Sponsor" means, collectively, (i) the company or person that applied for sponsorship and agreed to enter into this agreement upon acceptance by Organizer in the manner stated below as applicable.

2) Agreement Acceptance: This agreement shall become binding and effective only when it has been signed on the facing page by Sponsor.

3) Assumption of Risks; Releases: Sponsor expressly assumes all risks associated with, resulting from or arising in connection with Sponsor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to or of any person (including death), property, business or profits of Sponsor, whether caused by negligence, intentional act, accident, act of God or otherwise. Sponsor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Event Facility accepts responsibility, nor is a bailment created, for property delivered by or to Sponsor. Neither Organizer nor the Event Facility shall be liable for, and Sponsor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities whether described in this paragraph or not.

4) Indemnification: Sponsor shall indemnify, defend and hold Organizer and the Event Facility harmless from and against any and all claims, demands, suits, liabilities, damages, losses, costs, fees (including attorneys' fees) and expenses which result from or arise out of or in connection with: (a) Sponsors' participation or presence at the Event, (b) any breach by Sponsor of any agreements, covenants, promises or other obligations under this agreement or any other agreement, arrangement or agreement; (c) any matter for which Sponsor is otherwise responsible under the terms of this agreement or any other agreement, arrangement or agreement; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Sponsor; (f) harm or injury (including death) to Sponsor; and (g) loss of or damage to property or the business or profits of Sponsor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

5) Limitation of Liability: Under no circumstances shall Organizer or the Event Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid to Organizer by Sponsor for sponsorship pursuant to this agreement. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters. Facility management may employ reputable guards during the course of the Event to regulate the flow of attendees at the Event. These guards are not security guards. Neither Organizer, nor the owners or lessors of the Event Facility, shall assume any responsibility for Sponsor's personal or other property. As a condition of participating in the Event, Sponsor shall insure its property against damage, loss and theft.

6) Qualifications of Sponsor: Organizer, in its sole discretion, determines whether a prospective Sponsor is eligible to participate in the Event. Eligibility is generally limited to persons or firms that supply products and/or services to the photography industry. Applicants may be required to submit a description of the nature of their business and the items to be showcased. Organizer reserves the right to restrict or remove any materials that Organizer, in its sole discretion, believes is objectionable or inappropriate.

7) Cancellation by Sponsor: If the Sponsor desires to cancel all or part of the sponsorship prior to thirty (30) days before the date of the Event, it must do so in writing by certified mail to Organizer, and the Sponsor will be charged 25% of its original total Event sponsorship fee. Sponsor must pay half the sponsorship fee for cancellations / reductions within fifteen (15) days of the Event. After the 15 day period, the Sponsor shall not be entitled to any refund of Event fee. Because these dates are related to the Event Date and not to the date of this agreement, these dates shall apply regardless of the date on which this agreement is executed. This amount is considered to be liquidated and agreed upon damages, for the damages Organizer will suffer as a result of Sponsor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the sponsorship reserved from availability at a time when other parties would be interested in applying for it, will cause the Organizer to sustain damages. In this situation, the Organizer's damages will be substantial, but they will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this Agreement as a valid pre-estimate of these damages. The date of cancellation shall be the date Organizer receives the written notice.

8) Cancellation by Organizer: If Sponsor fails to make a payment required by this agreement in a timely manner, Organizer may terminate this agreement (and Sponsor's participation in the Event) without further notice and without obligation to refund any monies previously paid. Organizer may also terminate this agreement effective upon written notice of termination if Sponsor breaches any of its obligations under this agreement or any other agreement or arrangement with Organizer, without any obligation on Organizer's part to refund any payments previously made and without releasing Sponsor from any liability arising as result of or in connection with such breach.

9) Cancellation of the Event: If Organizer cancels the Event due to circumstances beyond the reasonable control of Organizer (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Event Facility), Organizer shall refund to Sponsor its Event space rental payment previously paid, minus a share of costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer to Sponsor. Organizer reserves the right to cancel, rename or relocate the Event or change the Event Dates. If Organizer changes the name of the Event, relocates the Event to another event facility within the same city, or changes the Event Dates to dates that are not more than 30 days earlier or 30 days later, no refund will be due to Sponsor. If Organizer elects to cancel the Event other than for a reason previously described in this paragraph, Organizer shall refund to Sponsor its entire payment previously paid, in full satisfaction of all liabilities of Organizer to Sponsor.

10) Listings and Promotional Materials: By sponsoring the Event, Sponsor grants to Organizer a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of Sponsor in any directory (print, electronic or other media) listing the companies sponsoring the Event and to use such names in Organizer promotional materials. Organizer shall not be liable for any errors in any listing or descriptions or for omitting Sponsor or any other Sponsor from any directory or other lists or materials. Organizer may also take photographs of Sponsor's representatives, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

11) Care of Event Facility: Sponsor shall promptly pay for any and all damages to the Event Facility or associated facilities, facility equipment or the property of others caused by Sponsor.

12) Taxes and Licenses: Sponsor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local laws applicable to its activities at the Event. Sponsor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, royalties or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Sponsor will not permit the delivery of merchandise at the Event Facility without the express permission of Organizer.

13) Observance of Laws: Sponsor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Event Facility (including any union labor work rules).

14) Additional Terms and Conditions: Organizer has sole control over attendance policies. Except as provided to the contrary in this agreement, all monies paid by Sponsor shall be deemed fully earned and non-refundable at the time of payment. Sponsor shall conduct itself at all times in accordance with professionalism and normal standards of decorum and good taste. In addition to its right to close an Event and withdraw acceptance of or terminate the agreement, Organizer in its sole judgment and discretion may refuse to consider for participation in future Events a Sponsor who violates or fails to abide by the agreement and any of the accompanying rules and regulations. Any amendment to this agreement must be in writing and signed by an authorized representative of Organizer. Sponsor shall not assign this agreement or any right or obligation hereunder. By entering into this agreement, Sponsor and its affiliates explicitly consent to receive fax, telephone, e-mail, and other communications from Organizer and its partners under 47 U.S.C. Code 227 and any other applicable regulations.

15) Incorporation of Rules and Regulations: Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this agreement shall be subject to determination by Organizer in its sole discretion. Organizer may adopt rules or regulations from time-to-time governing such matters and may amend or revoke them at any time, upon notice to Sponsor. Sponsor shall observe and abide by additional regulations made by Organizer as soon as these additional rules or regulations are communicated to Sponsor. This agreement states the entire agreement of the parties with respect to the subject matter hereof.

16) Governing Law: This agreement is governed by the laws of the State of New York as applied to agreements entered into and entirely performed within that State by residents of that State. Sponsor hereby submits to the exclusive jurisdiction of the courts located in the Southern District of the State of New York, which shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this agreement or the breach of any provision of this agreement. Sponsor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in New York, New York.

17) Freight Shipment: Separate information will be mailed to Sponsor regarding freight shipments to and from the Event Facility for those choosing to provide raffle items or marketing collateral for guests gift bags.

18) Entire Agreement: This agreement represents the entire agreement between Organizer and Sponsor relating to the Event and supersedes any prior written or oral understandings, agreements or representations by or between Organizer and Sponsor relating to the Event.

Confirmed Performers, Participants and Sponsors



Lorenzo! is one of the world's most popular photographers and bloggers on the Internet today, according to the Yahoo! Inc.'s photo-sharing site Flickr (www.flickr.com), with over 4 millions hits. His story and photography were chosen in 2008 to join the ranks of style icons Gwen Stefani, Vera Wang and Jake Burton as part the advertising campaign by Hewlett Packard Be Brilliant – What do you have to say? (www.hp.com/go/bebrilliant). His photography has been featured in *fotoMAGAZIN*, Germany's premier photography magazine, and his photos have been cited and published by over 300 blogs, websites, and print publications. He will be showing 2,500 of his photos at 25! For more information about Lorenzo! and his work go to www.25Lessons.com or google "lorenzodom."



According to *DownBeat Magazine*, **Mark Rapp** is a "top emerging jazz trumpeter." Mark performs regularly at New York's famous Carnegie Club and will perform at the upcoming JVC Newport Jazz Festival. The Paved Earth Music recording artist recently performed at the famed Blue Note in January and will be performing selections from his forthcoming debut album at 25!. For more information about Mark go to <http://www.markrapp.com/>



Recently returned from performances in France, Japan, Singapore, Madrid and London, **DJ John Davis** is the impresario and co-founder (along with Francois Kevorkian) of the legendary New York City Sunday afternoon dance party known as Body&Soul that consistently attracted thousands of revelers for over 10 years. For more information about John and Body&Soul go to www.bodyandsoul-nyc.com.



DJ Soundwave plays regularly in clubs all around New York City. His speciality is R&B, Hip-hop, Reggae, Latin and other popular music.



Founded in 1946, **The National Press Photographers Association** is the premier organization in the United States representing the photojournalism industry with over 10,000 members. Membership in NPPA is open to professional news photographers and all others whose occupation has a direct professional relationship with photojournalism. For more information about the association go to www.nppa.org



Fusing the worlds of art, photography, design, fashion, pop culture, advertising, music, dance, and film, **powerHouse Magazine** showcases artists and writers who share our collective vision about culture and its place in our world. Published biannually the magazine features never-before-published art and texts, as well as highlights from world-renowned and critically acclaimed publisher powerHouse Books' landmark monographs and the archives of exhibiting artists. The magazine is a *2008 Lucie Award Media Sponsor. For more info go to www.thepowerhousemagazine.com.



Resource Magazine is a quarterly publication dedicated to the sub-culture of the photo production industry. It explores all facets of the business, from the mundane to the illustrious. Our readers are composed of the most influential people in the business; they are trendsetters and early adopters, always on the look out for the next big thing. 20,000 copies distributed to over 100 studios, labs, equipment and prop rental locations. The magazine is a *2008 Lucie Award Media Sponsor. For more information go to www.resourcemagonline.com.



Blurb is a company and a community that believes passionately in the joy of books – reading them, making them, sharing them, and selling them. Blurb offers a creative publishing service simple and smart enough to make anyone an author – every blogger, cook, photographer, parent, traveler, poet, pet owner, marketer, everyone – even Lorenzo! In fact, all of Lorenzo’s books are proudly published via Blurb. Blurb is the winner of the 2008 Webby Award for Best Services Website. For more information go to www.blurb.com.



ArtBistro brings members of the visual art community together to network, advance careers, and to foster a community with exclusive benefits where information about artists and designers is provided by artists and designers. The online site provides unprecedented access to 2 million Artists and Designers: Art Directors, Illustrators, Photographers, Interior Designers and those considering Visual Art careers. In 2008, ArtBistro joined with Monster Worldwide (Nasdaq: MNST) to accelerate growth and to improve the career and educational opportunities for our members. For more information go to www.artbistro.com.



Founded in 2003, **Daylight Magazine** is the biannual printed publication of Daylight Community Arts Foundation (DCAF), a non-profit organization dedicated to promoting the use of photography as a tool for effecting social change. By reimagining the documentary mode through collaboration with established and emerging artists, scholars and journalists, Daylight Magazine has become one of the premier showcases for contemporary photography and is a *2008 Lucie Award Media Sponsor. It has 18,000 newsletter subscribers, 7,500 magazine circulation For more information about the magazine go to www.daylightmagazine.org.



The first issue of National Press Photographer was published in Boston, Mass. in April 1946, and has been a staple of professional press photographers around the world ever since. Now known as **News Photographer Magazine**, the publication has over 8,000 subscribers. For more information go to http://www.nppa.org/news_and_events/magazine/



Launched by former William Morris agent and former editor-in-chief of Creem and Prince’s New Power Generation magazines, Dusty Wright, and his partner, award-winning documentary film-maker, Richard Burns—**CultureCatch.com** is an audio and video podcasting site that aims to provide “provocative, insightful, entertaining and often-irreverent discussions and reviews about 21st century smart culture.” Culture Catch has released 60 shows in the last year and boasts 250,000 downloads per month. The company currently shoots 2 shows per week. For more information about the site go to <http://culturecatch.com/about>.



Since May 2004, **RainTiger.com** has been a staple in the artist community offering a visual and literary arts online platform that is dedicated to promoting artistic expression. It is a home to poets, visual artists, writers, storytellers, and a “Commune for all Creative Spirits®.” Each month RainTiger features a “Spotlight Artist” in each of its respective major arts sections including The Poetry Café, The Art Studio & Museum and The Story Hall. The site received approximately 17,000 unique visitors a month. For more information go to www.raintiger.com.



Apogee Photo, *The Internet’s Photo Magazine*, is designed to entertain and inform active photographers of all ages, both amateur and professional, from around the world. Apogee entertains approximately 116,000 user sessions and 350,000 page views per month. For more information go to www.apogeephoto.com.



Hosted each week by Bill Hector Weye and Sandra Pipczynski, **Photo Share Podcast** programs discuss the news, reviews, tips and tricks in the world of online photo sharing. Podcasts 23 and 24 feature parts I and II of an interview with photographer Lorenzo! For more information go to www.photosharepodcast.com



The Center for Fine Art Photography is a fast-growing, innovative, non-profit, 501(c)3 organization, based in Fort Collins, Colorado. The Center's mission is to promote the art of photography and to support the creative growth of photographers through its exhibitions, educational programs, publications and by educating the public to the collectable value of photography. For More information go to <http://www.c4fap.org/>



En Foco is a non-profit organization that nurtures and supports contemporary fine art and documentary photographers of diverse cultures, primarily U.S. residents of Latino, African and Asian heritage, and Native Peoples of the Americas and the Pacific. For over 30 years, it has been in the forefront of documenting the artistic journeys created by artists often overlooked by the mainstream art world. Through our visual arts programs, including Nueva Luz photographic journal, artists are free to explore or reinvent cultural traditions, challenge preconceived notions, and engage audiences in a manner that honors all. For more information go to <http://enfoco.org>.



thoughtsonphotography.com with Paul Giguere is photography podcast that "explores what it means to live a photographic life." with more than 25,000 listeners worldwide. Along with well-known works by Robert Adams, Henri Cartier-Bresson, Roland Barthes, and Susan Sontag, Paul cites 25 Lessons as one of the 15 most important essays about the photographic life in podcast #24. For more information go to www.thoughtsonphotography.com.



Farmhouse is an independent online arts magazine with a distinct literary bent. It published three Pushcart Prize nominees in 2007 and has 3,500 unique visitors each month and over 5,000 monthly visits total. For more information about the magazine go to www.farmhousemagazine.com.



Under the auspices of Paul Scott, **St. Boniface's College's Photography Program** in Plymouth, UK offers a rather impressive array of Photography & Film-Making courses to its students. The program offers an impressively intensive curriculum. The course began in 2007 as merely a trial for two students and now boasts 68 active students. The program uses Lorenzo's book, 25 Lessons, as one of its text books. For more information go to www.stbonifaces.com/photography/



Milk and Honey Events recognizes the stress and strain of life, let alone planning an event. From weddings to corporate events, our goal is to make your experience as exciting and memorable for you as it is for your guests. Whether planning every detail or simply executing the ones you've already set in motion, we can take the worry out of your event. Based in New York City, Milk and Honey Events specializes in destination events near and far. For more information go to www.milkandhoneyevents.com



The Sweet Corner creates homemade desserts with lots of love, the old-fashioned way. It's simply delicious and just as tasty as mom's or grandma's. The Sweet Corner desserts are served at some of New York City's restaurants and at the homes of an ever-growing private clientele. At The Sweet Corner, we are always striving to perfect our recipes while coming up with new ones. We offer a selection of pies, tarts and custom made cakes, everything made from scratch. We guarantee it will be one of the best experiences in your life. For more info go to www.sweetcornershop.com.



Difficult to find, impossible to keep, **Séraphin Cognac** is a product of France produced by Camus, established in 1863. As cognac ages, precious quantities of spirit from the oak barrels, filling the air with heavenly aroma. This process is known in the Cognac Region as "The Angel's Share" and is believed to be consumed by Angels who delight in a private moment of relaxation and enjoyment of the fine nectar. For more information go to <http://seraphin-cognac.com>



Making every year count is a great philosophy for making the most of all the possibilities life has to offer us, and here at William Grant, the makers of **Glenfiddich** single malt Scotch whisky, it is the foundation which underpins everything we do. Time spent in the barrel is what gives all of our whiskies, from our 12 Year Old right up to our famous 1937 Vintage, their own unique characteristics. The subtle oak and fresh pear of Glenfiddich 12 Year Old and the enormous complexities of our older whiskies are all the result of time well spent. And the perfect reward for a life well lived. For more information go to www.glenfiddich.com



By combining great music talent with a new media, out of the box approach to marketing, **Paved Earth Music** is forming a unique model of what a music company can be. Our goal is to give fans unique access to our artists and make them feel part of the process. We are setting no boundaries and are proud to be presenting Mark Rapp and his self-titled debut album at 25!. For more information go to <http://pavedearthmusic.com>.



At **MH Art & Frame Gallery** we believe that good framing is about problem solving. With that in mind we use our knowledge and expertise to create a frame design that best suits the image and is in balance with the needs of our clients and their decor. However, good framing goes beyond good design. We are proud to be providing the exclusive matting for the 25! Art Retrospective. For more information go to www.mhartandframe.com.



Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became **Susan G. Komen for the Cure** and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. ¢.25 admission and 25% of sales from 25 limited prints will go to the Susan G. Komen Foundation. Attendees of the Book Launch party also have the option of donating \$2.50 or more when registering for the event. 2008 is the foundation's 25th Anniversary. October is National Breast Cancer Awareness Month.



For Informational Purposes Only

***The Lucie Awards** are considered the Oscars of the Photography industry and each year salutes the achievements of the world's finest photographers, as well as recognizes new and emerging talent, while promoting the appreciation of photography overall. The 6th Annual Gala Awards ceremony will be held on October 20 this year in New York City at Avery Fisher Hall, Lincoln Center. For more information go to www.lucieawards.com/08/.

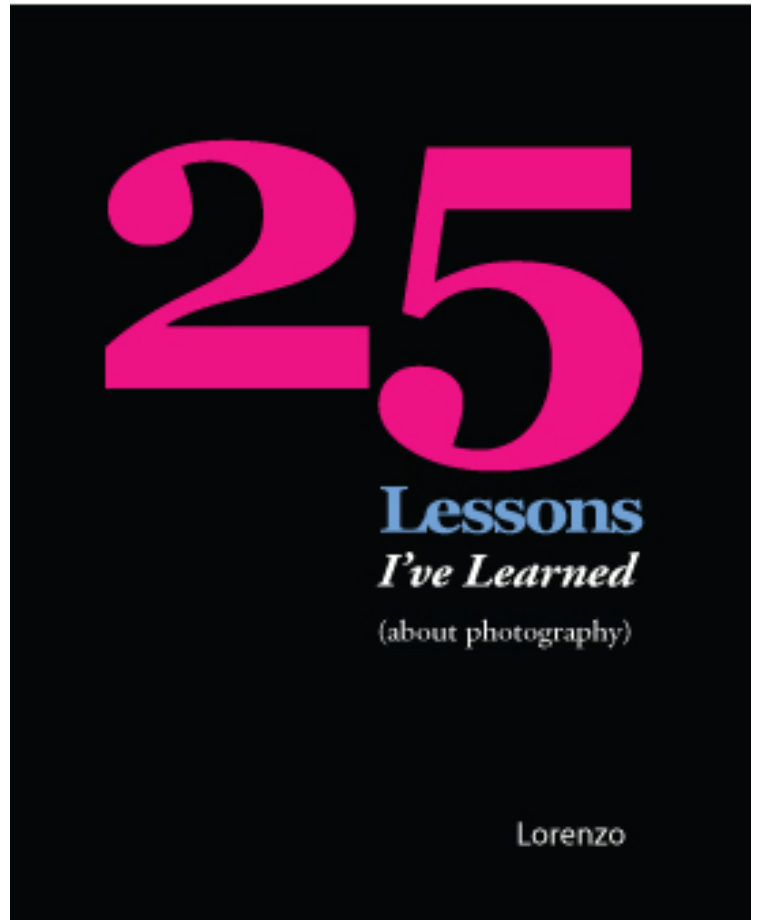
Blurb presents renowned street photographer Lorenzo! and his literary debut of blog-wisdom collected on his journey from the dead-end streets of suburbia to the gritty streets of New York City in the international best seller 25 LESSONS I've Learned (about photography)

NEW YORK, October 25 – Released today on Blurb, *25 Lessons I've Learned* (about photography) promises to inspire anyone aspiring to make the most of their lives and passions.

Lorenzo! (Lorenzo Dominguez) is one of the world's most popular photographers and bloggers on the Internet today, according to the Yahoo! Inc.'s (NYSE: YHOO) photo-sharing site Flickr (www.flickr.com), with 4 millions hits.

25 Lessons I've Learned marks the debut of Lorenzo's foray into literature, tracing his journey from a stifled suburban husband and father, through the breakdown of his marriage to his refuge in a little church in the middle of Manhattan.

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ADVANCE PRAISE FOR 25 LESSONS

"In many of my conversations on great photographers, I frequently mention Lorenzo's work. His sequential photographs...are nothing less than a visual urban poem. It has been my pleasure to watch Lorenzo's rapid growth as a leading photographer of our time."

Jim Van Meter, Rochester, NY, USA

"Lorenzo is a master. His body of work is some of the very best on flickr and may very well be some of the best being done in the medium today. His street work follows in the tradition of Paul Strand, Cartier-Bresson, Garry Winogrand and Larry Friedlander. Lorenzo's *25 Lessons* are...as seminal as Ansel's dissertation on the zone system. I found them to be reenergizing, perceptive and extremely useful. I have been touched by his story, his writings and by his work. I can't imagine anyone not being so."

Barry Shapiro, Los Angeles, CA, USA

"Lorenzo...has a passion for life, photography and writing. He is a linguistic genius, a storyteller through words and pictures. He captures with his camera the world as he sees it, its feelings, love, beauty and all it that it has to offer..."

Brenda George, Adelaide, Australia

refuge in a little church in the middle of Manhattan.

After arranging with the residing priest to serve as caretaker in exchange for accommodations, Lorenzo lived simply and in virtual isolation at The Little Church for three months.

While there, he re-examined his life and found himself walking the streets of New York City at night with camera in hand. Through his lens he was reminded of some important life lessons—lessons too easily forgotten in the blur of everyday existence.

25 Lessons I've Learned bridges words with more than 500 images. Lorenzo shares his secret to applying the art of living to the deceptively simple rules of photography. Inspirational and poetic, this book will not only spark readers' creativity, but also reawaken their passion for life.

Today he continues to share his insights via his popular blog, *The Art of Living* (aofl.blogspot.com).

Information: <http://www.25lessons.com>

Contact: info@25lessons.com

Tel: +1 646 320 6553



FEATURED ARTIST, LORENZO

New York, NY

Who better to help show off and demonstrate the superior qualities of HP large format media than the very people who use them?

FEATURED ARTIST LORENZO

[About Lorenzo](#) | [Gallery](#) | [HP Everyday Pigment Ink Photo Paper](#) | [Other HP large format papers](#) | [More information](#)

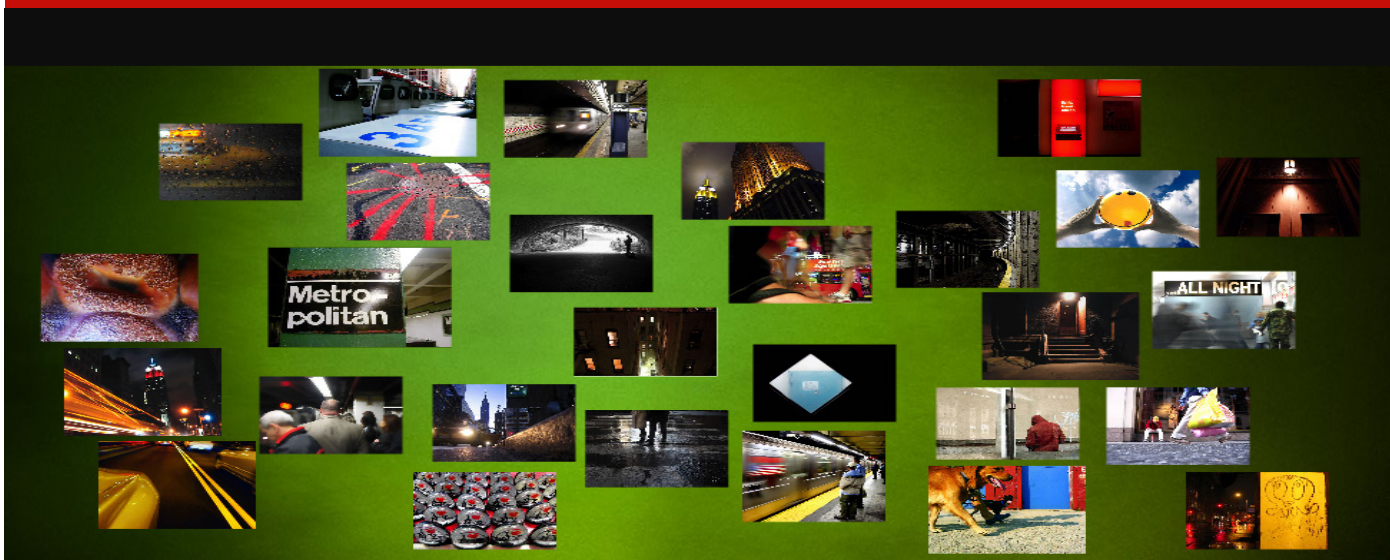
WHAT DO YOU HAVE TO SAY?



Be Brilliant! HP Chooses Lorenzo! as its Featured Artist for its Be Brilliant Campaign

In February of this year, Lorenzo was selected by HP (Hewlett-Packard) to be the emerging artist to launch a national advertising campaign. The initiative includes a special dedicated website that will co-exist alongside existing advertising for HP's *What Do You Have To Say?* campaign, which features the likes of Gwen Stefani and the inventor of the snowboard, Jake Burton. The new campaign will also soon feature banner ads that will be run on the Internet. View the site at www.hp.com/go/bebrilliant

In February, Lorenzo was also chosen as a feature artist on Buroeast Magazine. www.buroeastmag.com/



FEATURED ARTIST LORENZO

[About Lorenzo](#) | [Gallery](#) | [HP Everyday Pigment Ink Photo Paper](#) | [Other HP large format papers](#) | [More information](#)

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NY Arts TODAY



NEW YORK, April 8: Just published, *Be Yourself: A celebration of the spirit of the individual as captured on the streets of New York City* by renowned street photographer and the author of the Best Selling 25 Lessons: The Art of Living.

Be Yourself is Lorenzo's second book and marks his first traditional photography book. His first book, *25 Lessons: The Art of Living*, was published by Blurb, April 2 and became an instant best seller on its list.



"However mean your life is, meet it and live it: do not shun it and call it hard names. Cultivate poverty like a garden herb, like sage. Do not trouble yourself much to get new things, whether clothes or friends. Things do not change, we change. Sell your clothes and keep your thoughts.

I have never found a companion that was so companionable as solitude. We are for the most part more lonely when we go abroad among men than when we stay in our chambers. A man thinking or working is always alone, let him be where he will." **Henry David Thoreau**