



MEDIA RELEASE - FOR IMMEDIATE RELEASE

5 Year Old Snaps Back at Kevin Rudd



Last years winner of the Aussie Kids Photo Festival met up with Kevin Rudd before her television debut and the pair got the chance to take photographs of each other before going on the air. Now the last call is in to find the Aussie Child Photographer of the Year for 2008. Deadline for entries is midnight 14 March 2008.

SYDNEY, Thursday 21st February 2008: Budding photographers are always in danger of getting a good shot when they have their cameras at the ready and none more so than 5 year old Chelsea Elder from Victoria, when she got the chance to exchange photographs with Kevin Rudd at the Sunrise TV studios. She even managed to snap off a cheeky one of Mr. Rudd before going on-air.

Now there's only three weeks left to submit entries for Australia's unique photography festival that invites kids aged between 3 to 12 years old to submit their photos into a competition that could end up crowning them The Australian CHILD or The Australian YOUTH Photographer 2008.

The Festival's tagline is, "See the world through children's eyes" and that is exactly what it aims to do. Entrance is FREE! Kids can submit a portfolio of 6 photos, one in each of the Festival categories – 'Animals', 'Friends & Family', 'Landscape', 'My Favourite Photo', 'Play & Action', and 'Self-Portrait'. While entry to the Festival is free we encourage participants to donate to UNICEF Australia. UNICEF is the United Nations Children's Fund, the world's leading advocate for children.



A panel of celebrity judges and award-winning photographers will have the difficult task of choosing the 36 finalists from the entries, to be exhibited online and at iconic Sydney Aquarium from 11th April 2008. The national public is invited to vote for the People's Choice Awards.

At a special ceremony on 2 May 2008 at the Reef Theatre in Sydney Aquarium, over 40 awards will be presented. All finalists will receive prizes from SpongeBob SquarePants during his first ever visit to the Sydney Aquarium. The Australian CHILD & YOUTH Photographers of the Year and the People's Choice Awards will be named by Nickelodeon Australia's hosts Kyle & Maude! Winners will also appear on Nickelodeon. The Aussie Kids Photo Festival 'Call for Entries' coincided with UNICEF's International Day of Broadcasting.

Entries are open NOW online at www.aussiekidsphotofestival.com and must be received by 14 March 2008.

About the Aussie Kids Photo Festival

The Aussie Kids Photo Festival was founded to encourage children to capture the world from their unique point of view and to explore their artistic side. Every child thinks, feels and sees the world in their own unique way and through participation in the Aussie Kids Photo Festival their imaginative expression can now be both preserved and shared for the enjoyment of everyone in the community. This forum will add a new dimension to the observation of life in Australia and provide real insight into understanding the emotions and perspectives of growing children. Our goal is to give your kids the great feeling of achievement that comes from having their talents exhibited to the public - and of course to support them as they scratch their creative itches!

Submission requirements for the Festival have been left wide open, to allow as many entries as possible. Children's photos can be taken in any format, including digital cameras, camera phones, disposable cameras, or any other photo format. Those photos will need to be submitted electronically to the Festival website at www.aussiekidsphotofestival.com.

There are heaps of thrilling prizes to be won from supporters – Fuji digital cameras & photo printing, Microsoft Xbox360s & newly released Zunes, Hasbro games and toys, passes to Sydney Aquarium & Sydney Wildlife World and more.

Fujifilm Australia Senior Category Manager Matt Dole said, "The Aussie Kids Photo Festival is a very worthwhile event. We're happy to support plans that introduce kids to the magic of photography."

Media Information and Interviews

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The complete collection of last year's photographs and winners, in addition to those shown below, are available in **high resolution** for download and publication. Please visit www.ozmedia.com/aussiekidsphotofestival/index.html. Examples of this years entries can be viewed at <http://www.nickelodeon.com.au/aussiekidsphotofestival/galleries.php>

Where possible we would greatly appreciate your efforts to credit the young photographers for their work.