



CAMPAIGN LAUNCHED TO SAVE IMPORTANT HISTORICAL RECORD

FOR IMMEDIATE RELEASE

TORONTO - Wednesday September 13th, 2000 – The Millennium Photo Project today announced plans to self publish the book of the project 'How the World Celebrated', by means of a grassroots campaign on the internet.

Last New Year's Eve, thousands of photographers from around the world contributed their time and effort to documenting the turning of a new century and the year 2000. The idea was twofold - to create an important historical record and to see whether a book could be created and organized by a group of people on the internet, who had never met one another before.

The project itself has no commercial support or sponsors. It started with a single internet website and became a labour of love for literally thousands of people around the world.

A groundswell of support from volunteers in 117 countries resulted in more than one quarter of a million photos being taken in a 24-hour period. It was unquestionably the largest photo journalism event in history and a turning point in community-based collaboration and endeavour.

The result of this effort is a stunning 320-page hardcover book featuring more than 500 photos taken by photography enthusiasts worldwide. The book will now be released independently following a series of circumstances which left the project without a publisher. In August, the book's publisher backed out, and no new publisher could be found to take the project on.

"In a way what happened to us makes complete sense." says Project Founder Alx Klive. "The same book that started on the internet is now going back to the internet to find a means of publishing it. We hope to raise enough money and orders through our campaign, to bring out our own first edition independently. This is a book that deserves to be published."

The campaign to save the book has two goals - to raise the needed funds to actually print the book and to heighten awareness of it in bookstores. People who would like to own a copy are asked to call their local bookstores and ask after it. It can also be reserved on the Millennium Photo Project web site at www.millenniumphoto.com.

Pledges of assistance or inquiries can be phoned into the project offices in Toronto at 416-203-1505 or 416-367-4057.

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| THE MILLENNIUM PHOTO PROJECT: CAPTURING THE MILLENNIUM WITH A GLOBAL SNAPSHOT

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