



GLOBAL MILLENNIUM PHOTO PROJECT BRINGS WORLD COMMUNITY OF PHOTOGRAPHERS TOGETHER

FOR IMMEDIATE RELEASE

TORONTO, CANADA - October 27th 1999 -- The Millennium Photo Project (<http://www.millenniumphoto.com>) is an effort to bring together thousands of photographers to document the passing of the millennium.

The result will be a book and permanent online gallery consisting of photographs taken around the world this New Year's Eve. The project is being organized entirely over the internet.

The project which launched in April is receiving widespread interest. Over 5000 photographers from 110 countries have already signed up to participate. The project has been featured by the likes of Yahoo, MSNBC, USAToday, Excite, The British Journal of Photography, American Photo magazine and many others.

There are 10,000 places available for photographers to take part in the event and the project is open to casual photographers and professionals alike. Anyone can sign up through a registration form on the project's website.

"We've had photographers from India to New Zealand, Portugal to Brazil, the Arctic to the Antarctic, all signing up for the event" said Alx Klive, Founder. "The response from the photographic community has been amazing! A lot of people are now saying they can't wait for New Year's Eve to arrive..."

From the 30,000 anticipated entries (each photographer can submit three photos), a selection of 2000 photographs will be made for permanent display on the millenniumphoto.com web site. A selection of 300 photographs will be made for the book of the project, which is to be entitled 'How the World celebrated the Millennium(tm)'

"We want to create a book that will bring the art of photography to the public at large. It will have innovative packaging, an international publicity campaign and will clearly represent a fascinating historical insight into this truly momentous occasion." says Klive.

The most interesting part of the project is that it came about entirely over the internet. A single posting to an internet newsgroup set the ball rolling back in April. Since then a worldwide community of volunteers has translated the site into eight languages and is helping to publicize the project in their local communities. The Millennium Photo Project is a true 'Community Enterprise'.

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

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