



CORCORAN

GALLERY OF ART • COLLEGE of ART+DESIGN

CONTACT:

Linda Roth Conte
linda@lindarothpr.com
(703) 417-2700
www.lindarothpr.com

Kristin Guitter
kguiter@corcoran.org
(202) 639-1867
www.corcoran.org

FOR IMMEDIATE RELEASE

PICTURE THE POTOMAC: MOBILE PHONE IMAGE CONTEST

It's a Phone – It's a Camera – It's a Winner!

Washington, DC [November 10, 2010] – Photographs are not limited to cameras anymore. The theme of FotoWeek DC's mobile phone image contest is "[Picture the Potomac.](#)" so any and all Potomac River images -- monuments, picnics, boats, joggers, fishermen, commuters – have equal opportunity to capture the prize. The contest, which runs from now until November 13, aims to highlight awareness of the city's stunning and ever-changing waterway and to challenge the creativity of both professional and amateur photographers of all ages.

Images must be captured on a mobile phone camera and submitted to the contest registration site on <http://www.fotoweekdc.org> at the cost of \$3.99 per upload. Entries will be judged by the photo-savvy FotoWeek DC team, based on unique approach to the theme, artistic composition, and technical quality. The grand prize will consist of \$500 in cash, plus a FolioLink Pro Account, and a professional portfolio website valued at \$1500.

All winning images will be projected during the closing party onto the exterior of the House of Sweden building on Saturday, November 13th. Tickets are needed to attend the Saturday night event inside this building which sits on the Potomac's edge.

Theo Adamstein, founder of FotoWeek DC believes the Potomac River to be a great canvas, "The river is a phenomenal backdrop or focus, as a part of our natural environment. The night reflections, the changing light from dawn to dusk, the geometry, and the people that frequent its shores, make this theme so intriguing."

FotoWeek DC's extraordinary week of programs runs from November 5th through November 13th. For more information or updates on any program please go to: <http://www.fotoweekdc.org>.

ABOUT FOTOWEEK DC

FotoWeek DC was founded in 2008 and has evolved from a city-centric photography festival to a multi-season tribute to photography in all its forms. The festival celebrates the transformative power of photography through the exhibition of inspiring and provocative images, diverse programming, and collaboration with the local and international community.



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