



FOR IMMEDIATE RELEASE

NEW PARTNERSHIP BETWEEN PCNW & THE SEATTLE FOUNDATION

SEATTLE, November 22, 2013—Photographic Center Northwest (PCNW) and The Seattle Foundation (TSF) are partnering on Elements of a Healthy Community, a photography project documenting the various ways that The Seattle Foundation has supported organizations and quality of life in King County. Five local photographers were recommended by PCNW and selected by TSF to create photographs in their own style and vision, reflecting subject matter defined by TSF’s historical areas of interest in giving. These include: basic needs, health and wellness, neighborhoods and communities, economy, arts and culture, education, environment, and the beauty of King County.

“TSF came to us with the desire to reflect their giving through significant, impactful photographs. We are honored to be working with them, facilitating opportunities for imagemakers in our community and drawing visual attention to the important areas TSF supports,” said Michelle Dunn Marsh, executive director, PCNW.

“As a longtime supporter of nonprofits in King County, The Seattle Foundation was looking to partner with a like-minded and mission-driven nonprofit organization to help us carry out our vision of Elements of a Healthy Community. PCNW, as a leader and educator in the photographic arts, was a natural fit. We are excited to work together to launch this impactful project,” said Hana Rubin, Online Content Manager for TSF.

Participating photographers include 2012 Neddy at Cornish Award winner Eirik Johnson, who also teaches at PCNW; Kyle Johnson, whose work can be seen in The New York Times Sunday Magazine, Martha Stewart Living & Popular Mechanics Magazine; Amanda Koster, multimedia producer and founder of SalaamGarage; Robert Wade, a photographer and supporter of the arts community in Seattle; and Matthew Williams, a freelance photojournalist whose work has appeared in publications including The Seattle Times, The New York Times, TIME, Newsweek, The Washington Post, MSNBC.com, The FADER, and ESPN.com.

Through this innovative program, PCNW and The Seattle Foundation are setting forth a new model that compensates talented local artists for personal work that can also serve promotional purposes. Elements of a Healthy Community will be completed by January 2014, and images will be featured online, in print, and in other marketing outlets through The Seattle Foundation beginning in 2014. PCNW will feature the work created on pcnw.org, through a selection of limited-edition prints, and an event to be announced in 2014.

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